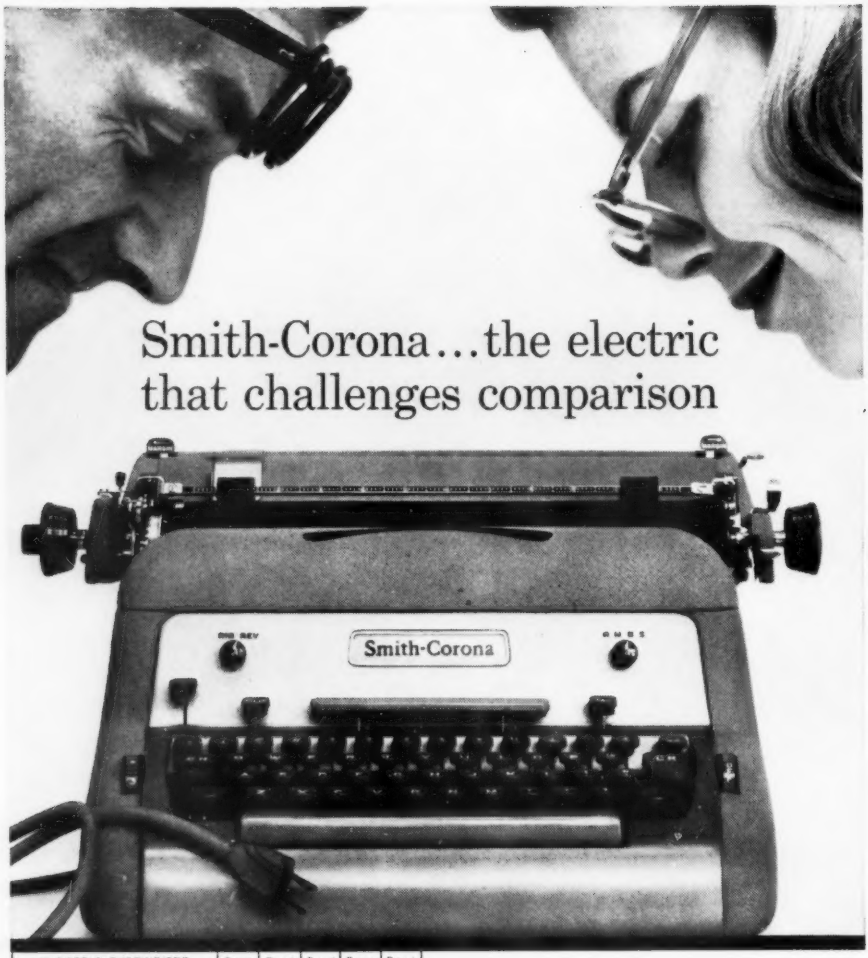
October 1959

The Office

Magazine of
Management · Equipment · Methods



ELECTRIC TYPEWRITER COMPARISON CHART	Smith Corona	Brand A	Brand B	Brand C	Brand D
AUTOMATIC MARGINS (one-hand, one-step operation)	✓			✓	
ON-OFF SIGNAL LIGHT	✓				
ERROR CONTROL (eases corrections, line justification)	✓				
PAGE GAGE (accurately indicates bottom margin)	✓			✓	
KEYBOARD SLOPE (fits natural finger movement)	✓				
CUSHIONED TOUCH (ends fingertip jar at stroke end)	✓				
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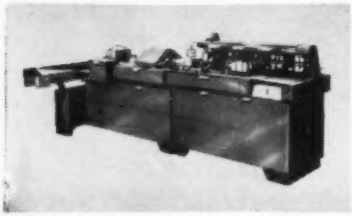

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The Office
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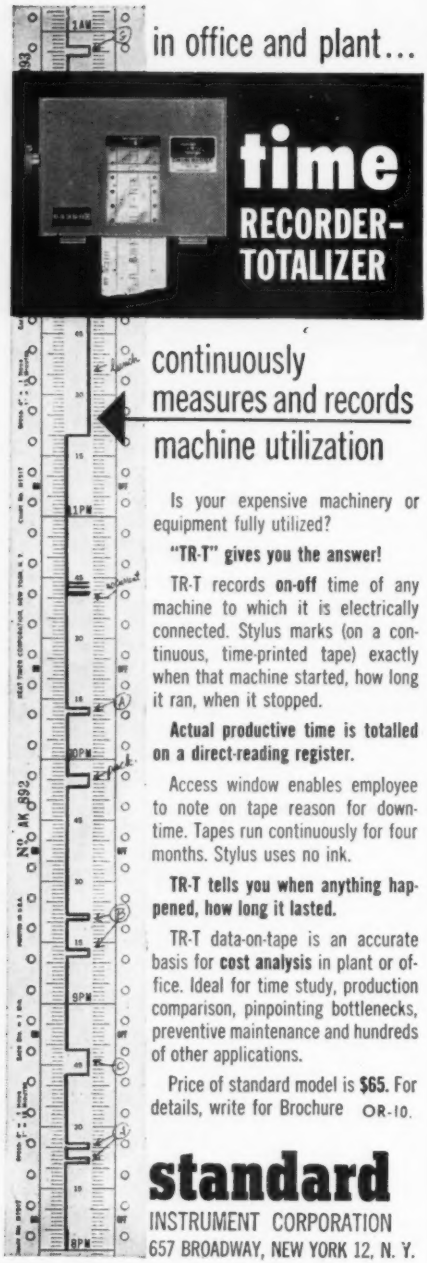

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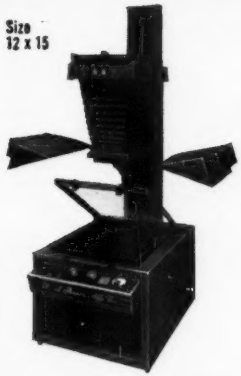

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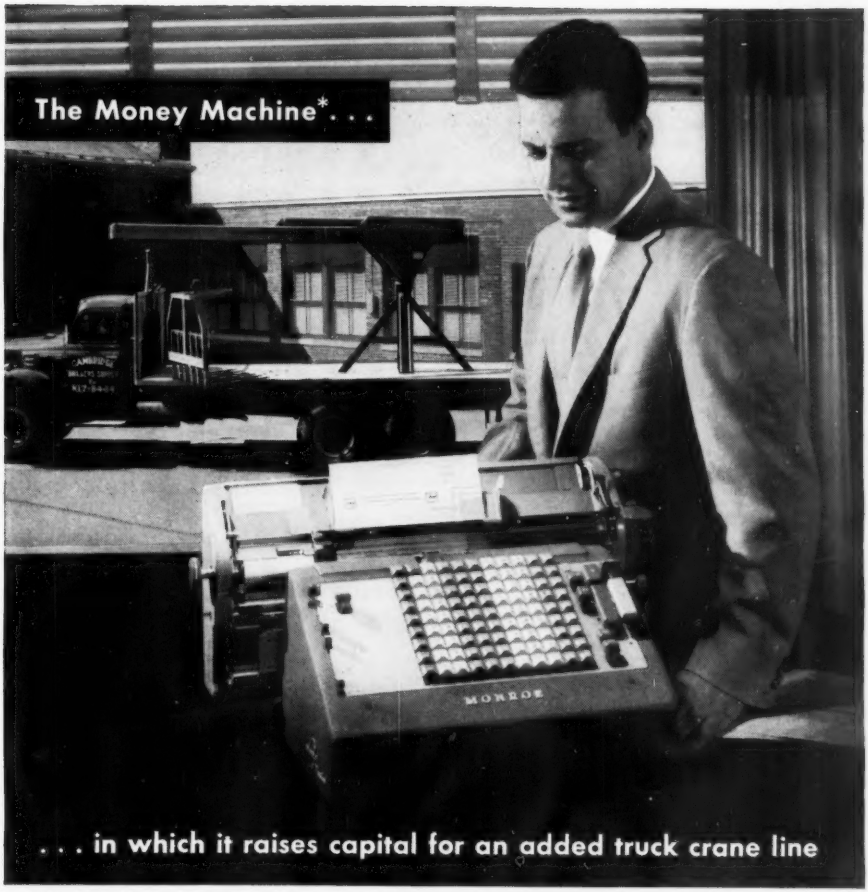

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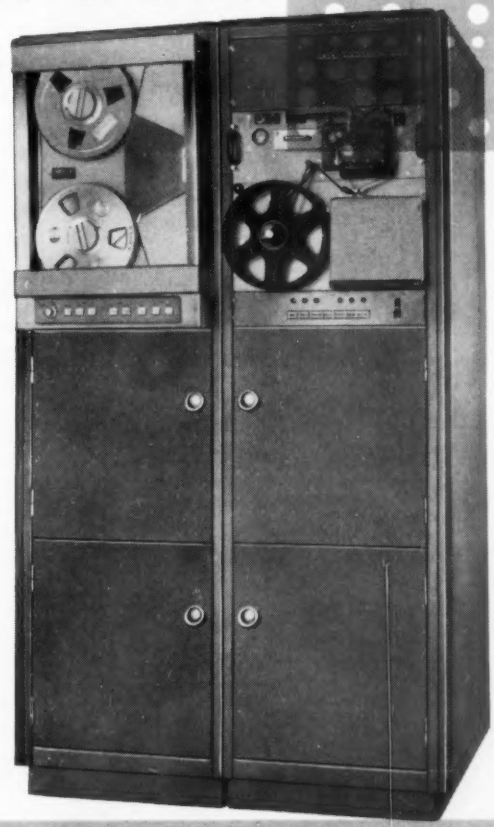

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Many Offices

JACK L. KILPATRICK
Vice President,
Litecraft Mfg. Corp., Passaic, N. J.

Modern office lighting is illustrated on this and the page opposite through the courtesy of General Electric Co.

HOW MUCH LIGHT is enough for an office? As much as you can afford! Few offices today are getting the light they need for maximum efficiency. This article will attempt to pin down those fundamentals of good lighting without which no office design, no matter how attractive, is fully effective.

Most terms of light measurement are based on the relationships existing when a one candlepower (cp) source is assumed to be at the center of a hollow sphere having a radius of one foot (Fig. I). The source is presumed to give light equally in all directions. The surface area of a sphere being $4\pi \times r^2$ and r, in this case, being equal to one foot, we have an area of 12.75 sq. ft. The luminous flux radiated from the one cp source to each sq. ft. of the inside surface of the sphere is called a lumen. Under these conditions, one cp equals 12.75 lumens. Illumination on a surface is measured in terms of the lumens per sq. ft. of area. A lumen per sq. ft. is called a footcandle (fc).

Another important unit of light measurement is the footlambert (fL). The brightness in fL of an office wall is

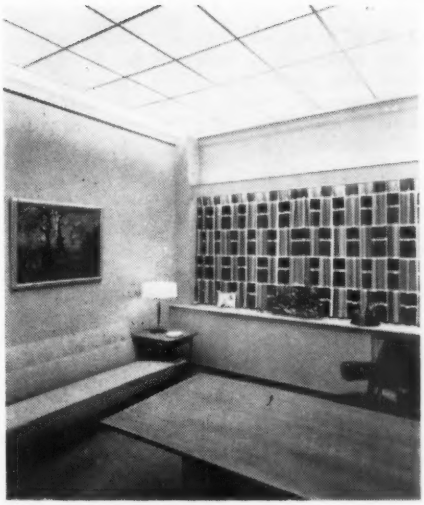
Could Use More Light

related to the fc of illumination on it. For example, if the wall is uniformly lighted to 20 fc and reflects half of them, its brightness is ten lumens per sq. ft. or ten fL. Fig. 2 shows the relative brightness of different light sources in fL.

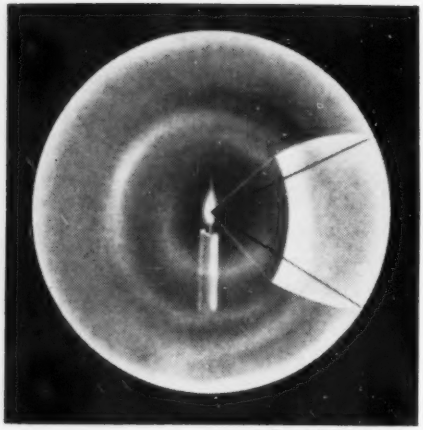
All lighting is a matter of brightness. Illuminating engineers have been talking a great deal about "brightness engineering" in the last few years. There is nothing really new about this. About the turn of the century, the approach was based on brightness conditions but the levels of lighting were so low there was little use worrying about the qualitative values of lighting till something was done about quantitative values.

The struggle for "enough light" has been continuous since then and some progress has been made. Currently, we talk in terms of 50-75-100 fc and up. But because we are now dealing in a higher fc range, we are faced with higher brightness factors. Hence our present concern with brightness engineering.

Brightness is nothing more than the amount of light that impinges on the



All offices illustrated on this and the opposite page have from 100 to 150 foot-candles of light on the work areas.



General Electric Co.

Fig. 1. If a one-candlepower source were at the center of a hollow 2-ft. diameter sphere, the light radiated to each sq. ft. of the sphere's inside surface is called a "lumen." So, one candlepower equals 12.57 lumens.

eye from any angle in the peripheral orbit. It may stem directly from a light source; it may come from the source through some medium that is transparent, refractive or diffusive; or from the emitted light from the source striking some object and being reflected to the eye.

Excessive brightness is glare — and glare can be produced from any of the methods by which light reaches the eye. It is important to emphasize this point. Glare can be present anywhere in the visual field and, in spite of some opinions to the contrary, glare is glare—whether it is direct, transmitted or reflected.

So far as seeing is concerned, glare can produce discomfort or disability, *i.e.*, it can be an annoyance that partially impairs vision, or it can cause a blinding effect. The latter is probably the lesser evil because when it is of such magnitude, we are immediately conscious of it and do something about it. Discomfort glare, on the other hand, is frequently unidentified and therefore uncorrected. It remains to continue its insidious deterioration of our normal functions, eventually producing many

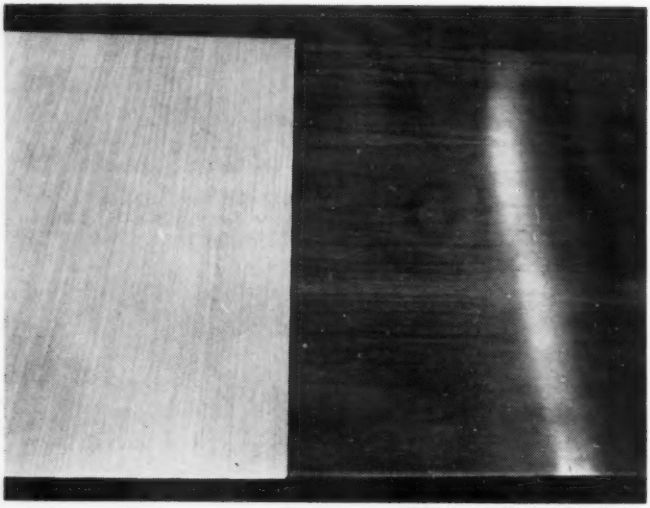


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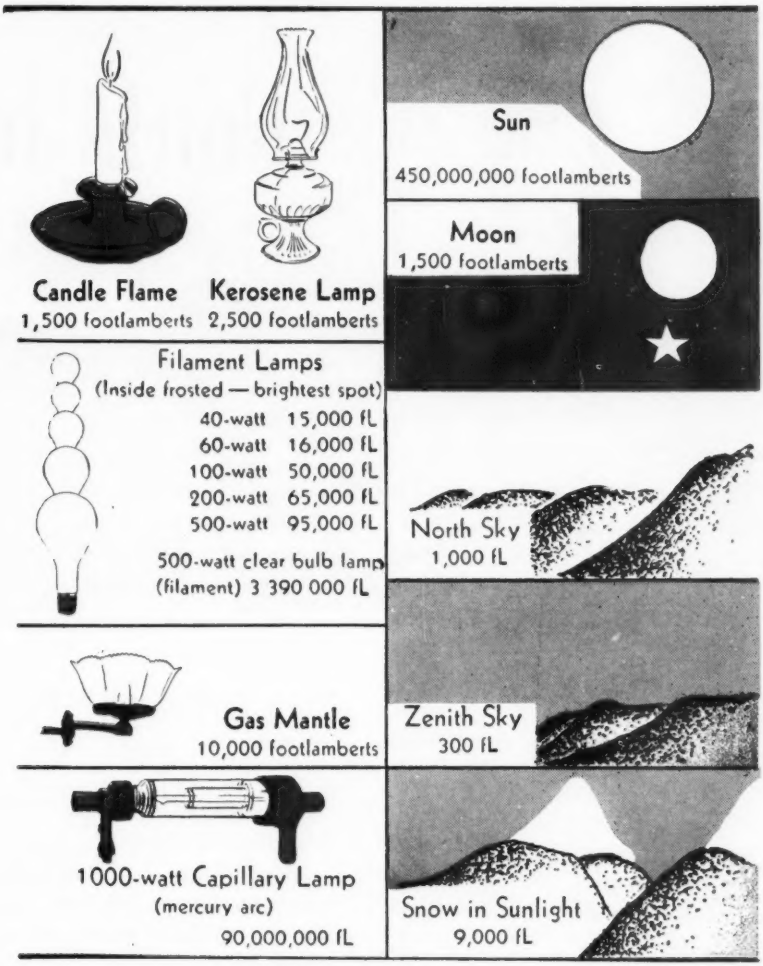
Fig. 3. This dark, polished desk top reflected several fluorescent fixtures, such as the one at the right, before the piece of light linoleum was placed at the left, eliminating the reflected glare at that side.



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25-watt 42" T-6 Std. Cool White 200 ma. 2050 fL

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105-watt 96" T-12 Deluxe Cool White 800 ma. 2650 fL

32-watt
T-10 12" dia.
Std. Cool White
2050 fL

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* Today some 40-watt fluorescent lamps exceed 3000 lumens and Power Groove lamps provide 15,000 lumens.

Fig. 2. Brightness in footlamberts of natural and artificial light sources.

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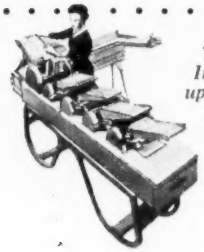

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Fig. 4. Old fashioned offices had dark desk tops with reflectances of only 4-7%. Resulting excessive brightness ratios created uncomfortable seeing conditions for employees.

of the complex reactions of bad lighting.

Normally, in an office, we are dealing with discomfort rather than disability conditions. When we attempt to evaluate brightness and discomfort, we find that a thing is annoying against a dark background but less so against a lighter one (Figs. 3, 4, 5).

Thus through simple demonstration we know that lighter backgrounds lessen the chance of eyestrain. These backgrounds should be diffused, not glossy or specular. Any highly polished or glossy surface tends to reflect like a mirror and is therefore more likely to create annoyance.

So we arrive at what seems to be the first requisite of good seeing conditions in office areas, *i.e.*, that backgrounds be light, uniform, and diffuse in texture. I say "seems," because there are, of course, other factors to be considered. If we were satisfied with merely the physical aspects, our deductions would lead us to advocate an all-white office, lighted to absolute uniformity. If such

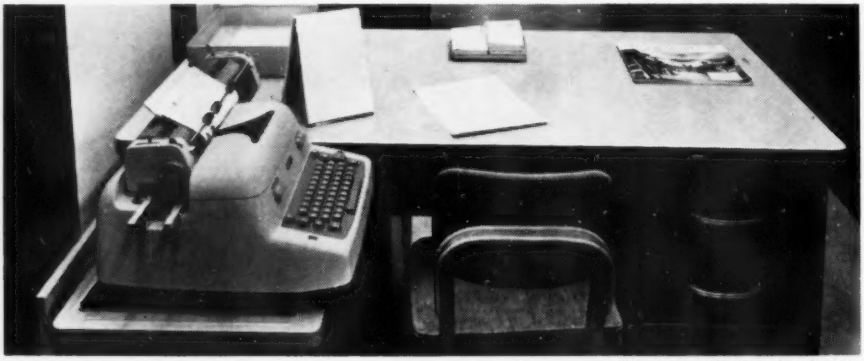

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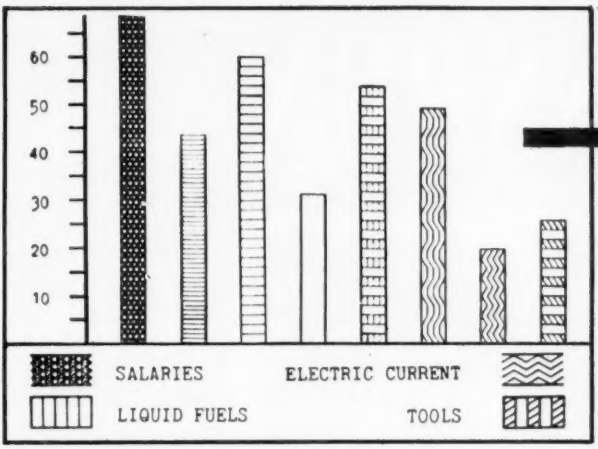
Fig. 5. Modern desk top with 35% reflectance provides 2-to-1 ratio of brightness between work and desk surface. Machines also have light finishes.



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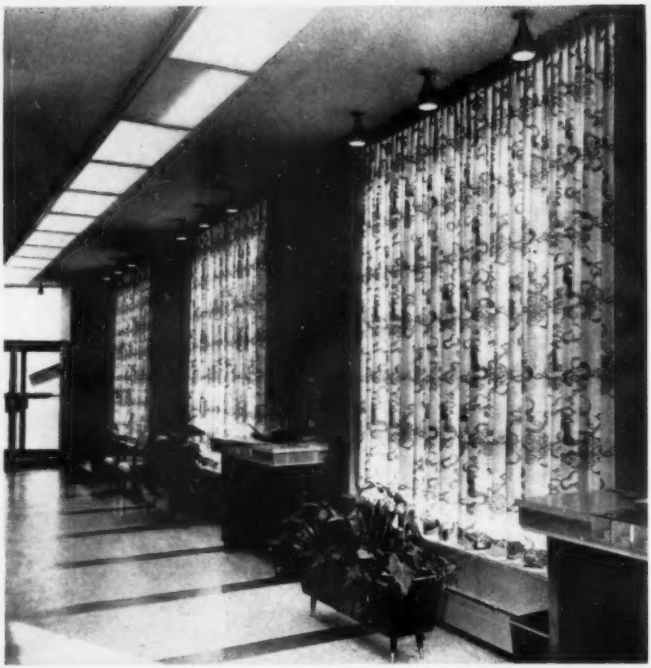

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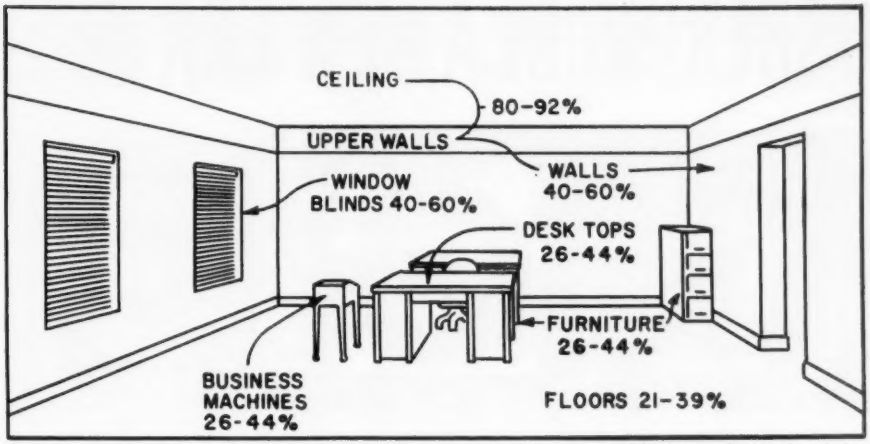

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Fig. 6. Reflectance values recommended for surfaces in offices.

a place were attainable, it would be just as difficult to work in as a black, unlighted room.

Nature has provided us with color, with shadows, with variations in brightness along with high levels of illumination. Therefore we must give consideration to the physiological and psychological, as well as the physical aspects of good seeing conditions.

Although differences of opinion are prevalent, even among lighting people themselves, it is possible to come up with specific recommendations for the many factors that bring about good seeing conditions in offices. These include: painting, furniture and accessories, illumination (natural and artificial), quantitative values, qualitative values, wiring, economics, maintenance.

Basic to good seeing conditions are offices finished in light colors. Those selected should have high reflectance, though glossy finishes should be avoided. Ceilings should be matte white; reflectance about 85%. Upper walls may have a light toning but should have a reflectivity in the 65–75% range. Lower walls may be somewhat darker but should not drop below 40–60% reflectance. Floors should be as light as is practicable (Fig. 6).

Adding to eye-comfort is the concept of light-colored furniture, blending harmoniously with a light-colored paint job. Today's desks generally come in light colors and old desks can be rehabilitated. In selecting new desks or refinishing old ones, avoid glossy finishes that will reflect glare.

Mouldings, door-trims, doors, etc., may be treated in somewhat darker tones or in contrasting colors. The aesthetic or psychologic aspects of introducing some relief may be desirable. In general, however, the interior treatment should provide a restful, comfortable surrounding in which the eyes will find no annoyance from sharp differences in contrast.

While these factors contribute to good seeing conditions, most important

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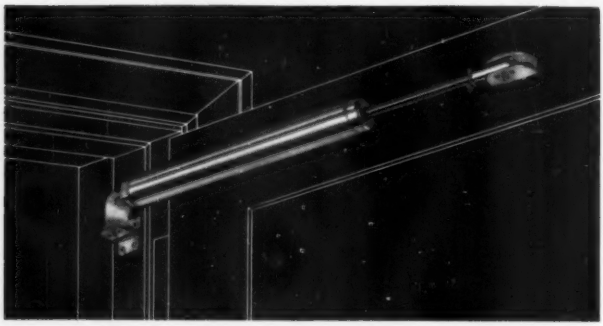
is the light itself that makes it possible to see at all. This is produced by two main sources: natural and artificial.

Natural lighting, with all of its advantages, offers many complications when used in the average office. Levels of natural light are high immediately adjacent to windows but fall off rapidly so that values may be entirely inadequate on the opposite side of the room. Sky brightness, direct sunlight, etc., become sources of annoying glare when viewed through windows. Venetian blinds, or other shading provisions are mandatory. In new buildings, architectural design can provide fenestration that makes natural lighting more usable and effective.

It is axiomatic that some degree of artificial lighting is essential to every interior. It is also obvious that there are times and locations in every office where good seeing conditions are in part, if not wholly, dependent on artificial lighting. The installation of a satisfactory lighting system is therefore a must.

From a qualitative standpoint, lighting equipment should be designed by the manufacturer to provide satisfactory light distribution and utilization together with shielding and/or diffusing that will hold brightness factors, direct or reflected, within acceptable limits.

From a quantitative standpoint,



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Reading or transcribing handwriting in ink or medium pencil on good quality paper, intermittent filing ..... 70 fc

Reading high contrast or well printed material, tasks and areas not involving critical or prolonged seeing (conferring, interviewing, inactive files, washrooms) ..... 30 fc

Corridors, elevators, escalators, and stairways ..... 20 fc

These levels are minimal, not optimal.

Satisfactory operation of any lighting installation depends on the adequacy of the electrical system that feeds it. Undersized circuits cause drops in voltage that result in loss of output from lamps. Make certain that all circuits are adequate. If new wiring or rewiring are involved, insist on distribution capacities to provide between six and eight watts per sq.ft. This will provide for any future needs with little additional expense. Be certain that switch control is planned for flexibility. Often it is convenient to operate only those office fixtures that illuminate the area farthest from windows.

Good lighting is not cheap, but it costs only a little more than poor lighting. Costs are usually computed on an overall annual basis. Such computation includes amortization of equipment and wiring, interest on investment, cost of

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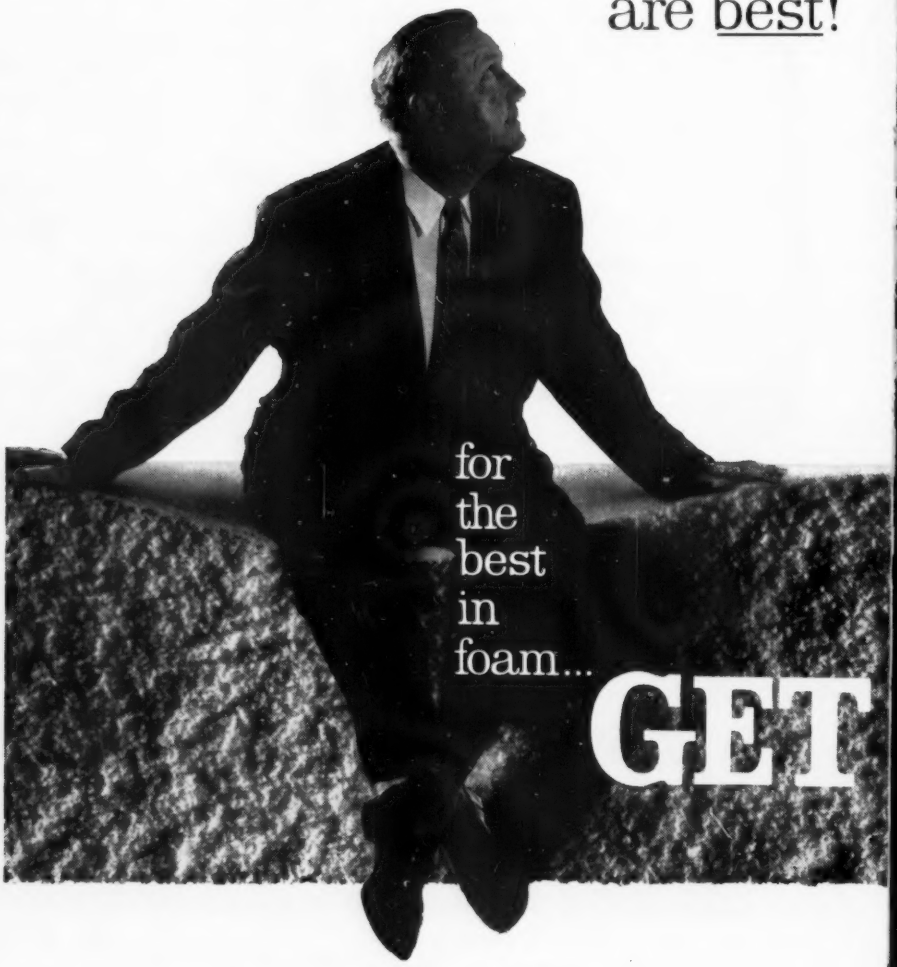

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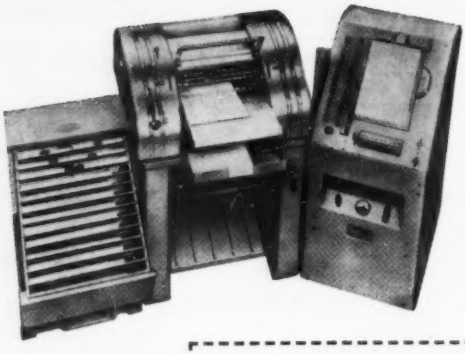

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current, maintenance and lamps.

No lighting system can produce its anticipated "maintained in service" illumination without adequate maintenance. Over normal life, light sources depreciate until they lose 35% or more of their original capacity. This depreciation is hastened and aggravated by improper electrical supply, overheating due to poor fixture design, etc. Also, remember that even the cleanest office collects dust. The sometimes noticeable dust on desks and other furniture is also continuously settling on lamps and fixtures. Unnoticed or ignored, such deposits can account for as much as 50% loss in efficiency of lighting equipment.

While such a case would be extreme, it is possible to lose 35% of light in lamp depreciation and 50% in fixture depreciation for a total loss of 85% of the original. A system designed for 100 fc can deteriorate to 15 fc if not cleaned and re-lamped under a predetermined schedule.

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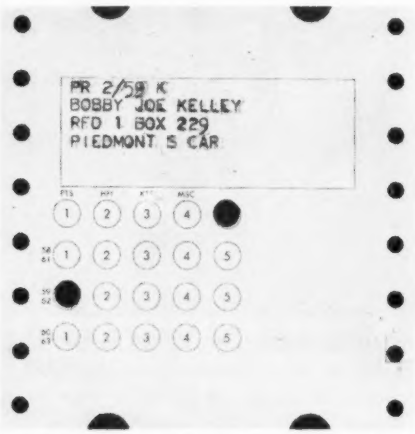
Formerly, whenever Lafayette acquired a new customer, its mail order department prepared a remittance record card showing the date and amount of the purchase, plus a metal plate for addressing promotion pieces. Each time an additional sale was made to that same customer, both the card and the plate were pulled and processed.

The present system combines the address plate and remittance record card in one document. By eliminating duplication of data, allowing greater



The address masters come in continuous form and are prepared on a typewriter (at left). Holes punched in master (at right) allow selectively addressing from entire list.

For More Information Circle No. 221→

take more than a look.....

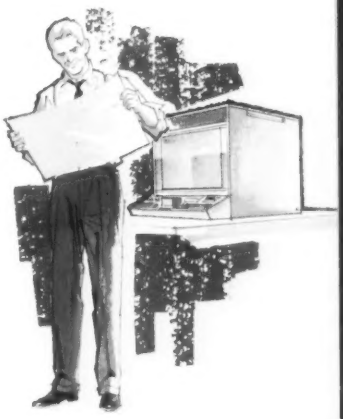
. . . take a working copy
from a
"THERMO-FAX"
MICROFILM
READER-PRINTER!

WORK-SIZE COPIES IN SECONDS
FROM THE THERMO-FAX
"FILMAC 100" READER-PRINTER

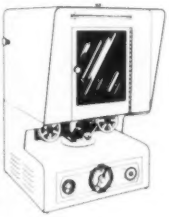
The THERMO-FAX "Filmac 100" Reader-Printer has almost unlimited use in general business microfilm application. Provides both a superior reader and work-size copies at the touch of a button. No more "sending out" delays. Yet this amazing machine costs little more than a good reader alone! Fill in and mail the card for further details.

THE THERMO-FAX "FILMAC 200"
READER-PRINTER MAKES PRINTS UP TO 18 X 24"
. . . YET IS ASTOUNDINGLY LOW PRICED

The THERMO-FAX "Filmac 200" Reader-Printer makes up to 18 x 24" prints of engineering drawings and other large documents from 35mm microfilm. So low priced you can put one in every department for time saving "point of use" reference. Huge viewing screen . . . pushbutton operation . . . makes copy after copy after copy.



See the THERMO-FAX "Filmac" Reader-Printers at the National Business Show — October 19-23 — at the 3M Display #102. Or mail the card below for more facts.



Please send me additional facts on the THERMO-FAX

"Filmac 100" ☐ "Filmac 200" ☐ Reader-Printer

NAME _____

FIRM _____

STREET _____

CITY _____ ZONE _____ STATE _____

THERMO-FAX "Filmac" Reader-Printers are at work *in almost every kind of business!*

The THERMO-FAX
"Filmac 100"
Reader-Printer is used by . . .

- Banks • Accounting Firms
- Insurance Companies • Hospitals
- Libraries • Department Stores
- Government offices • Many others

The THERMO-FAX
"Filmac 200"
Reader-Printer serves in these engineering and plant functions:

- Master Reference Files • Dispersed Drawing Reference Files
- Drafting Rooms • Engineering Offices • Contractor and Sub-Contractor Offices

AND

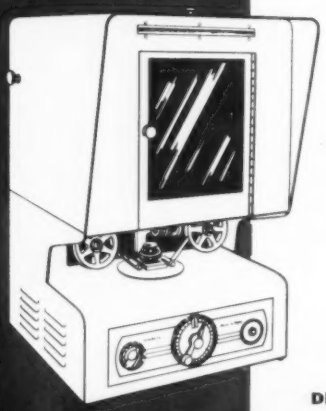
- Libraries • Newspapers
- Land Record Offices
- Title and Abstract Companies

Thermo-Fax
BRAND
MICROFILM and
COPYING PRODUCTS

3M COMPANY

THE TERM "THERMO-FAX" IS A REGISTERED TRADEMARK OF MINNESOTA MINING AND MANUFACTURING COMPANY

MINNESOTA MINING AND MANUFACTURING COMPANY
. . . WHERE RESEARCH IS THE KEY TO TOMORROW



FIRST CLASS
PERMIT NO. 25
ST. PAUL,
MINN.

BUSINESS REPLY CARD
No Postage Stamp necessary if mailed in the United States

POSTAGE WILL BE PAID BY

Minnesota Mining & Mfg. Co.

900 Bush Avenue

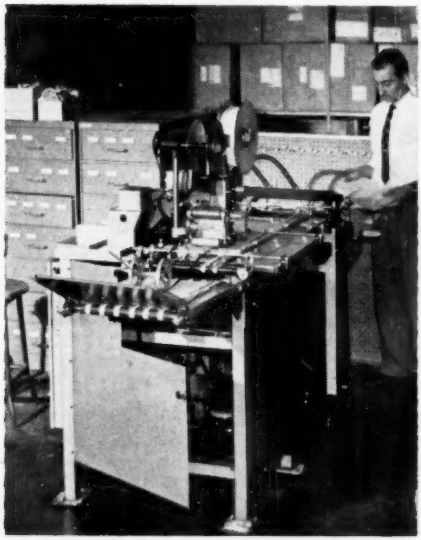
St. Paul 6, Minn.

DEPT. : 42-5W

mechanization, reducing the amount of file searching and using continuous forms which are easier to work with, clerical work connected with list maintenance and remittance recording operations has been cut by more than half.

Use of low-cost card address masters also permits Lafayette to keep the names of prospects, as well as customers, in its file. Before, because of the relatively higher cost of metal address plates, Lafayette did not do this. Labels for prospects were prepared by an outside mailing firm, which increased costs substantially.

The master file now can be purged automatically. Punched into each card is the year in which the customer made his most recent purchase. The addressing machine can be programed to segregate from the main deck all cards representing customers who haven't



Lafayette Radio Corp. uses a Scriptomatic Model 101-S to address labels, envelopes, etc., to more than 1½ million names.

Brand new!
PAPER TRIMMER & CUTTER *combined*
CUTS UP TO 50 SHEETS IN ONE STROKE

6 MODELS:
14", 22", 28", 32" and 28" and 32" (foot models)

KUTRIMMER

ALSO CUTS cardboard, fibreboard, foils, rubber, fabrics, leather, linoleum, felt, thin plywood, thin soft metal and many similar materials.

FOR EVERY BUSINESS: offices, plant, shipping, schools, banks, photography, and homes.

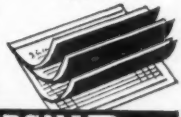
See **KUTRIMMER** at your local dealer or write to

MICHAEL LITH sales corp.
147 West 45th Street, New York 36, N.Y.
For More Information Circle No. 415

STREAMLINE
YOUR BUSINESS FORM SETUP

Rogersnap Business Forms and Second Sheets in the fast *Flip-Out Dispenser Box save time and money and increase efficiency in any office operation. Write for the Comparative Cost Analysis.

*Registered



Dept. OS

ROGERSNAP TRADEMARK
P. O. BOX 10425 · DALLAS, TEXAS

For More Information Circle No. 416

←For More Information Circle No. 221

Situations Wanted—Female

AVAILABLE THE WORLD'S FASTEST STENOGRAPHER

Seeks permanent position. Understands and speaks every language. Will work in large or small office. Perfect for details, guaranteed 100% accuracy.

WORKS 24 HOURS A DAY

Seven days a week

Never late

Never home ill

Needs no instructions

Never forgets anything

No personal telephone calls

Will travel anywhere without notice

IDEAL BUSINESS PERSONALITY

Very attractive appearance, will never marry, lives only for work . . . days, nights, week-ends. Excellent references!

an electronic marvel that dictates and transcribes

The New Hi-Fidelity

COLE DICTATER

$220.00 plus tax

Transcribing accessories at small add'l charge.

Won't you please give me an "interview"?

mail coupon today

COLE STEEL OFFICE MACHINES, Inc.
Dept. 67, 415 Madison Ave., N.Y.C. 17

☐ Rush free brochure explaining how the Cole Dictater can make my office work easier and more efficient.

☐ I want a FREE demonstration.

NAME_____

COMPANY_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

For More Information Circle No. 233

made a purchase in, say, two years. Inactive prospects also can be purged.

Lafayette Radio Corp., a leading supplier of electronic products, sells to the general public, as well as to dealers and industrial accounts. The company has six stores, most of them in the Greater New York area, plus a mail-order division that distributes throughout the U.S. and several foreign countries. The promotion program comprises an annual catalog of over 300 pages; seven or eight tabloid size flyers, and weekly mailings of a folder containing industrial promotion. The literature is sent to more than 1½ million names.

An electric typewriter, fitted with line-finding equipment, is used to type the customer's or prospect's name on the front of the address card master while black spirit carbon reproduces the identical information on the reverse side. Thus, when card is run through addressing machine, data is transferred to Dick strips, envelopes or other media. The master will produce up to 150 duplicate impressions before it wears out.

Both master cards and carbon are fed into the typewriter on a continuous basis. When a new customer is added to the list, shipping labels for his first purchase are prepared simultaneously with the card by feeding webs of label blanks into the typewriter under the web of cards. Four duplicate labels are prepared (in addition to the card) in this manner. Continuous carbons separate the labels and transfer the impression.

Four lines of information are typed

(Continued on page 272)

"Eliminate Accidental Masking of Important Copy"

USE **ROLCOR** LITHO-RED

TRANSTAPE

THE STRIPPING TAPE YOU CAN SEE THROUGH BUT CAN'T EXPOSE THROUGH

No pinholes. Color is part of base material. No bleeding, oozing, shrinking, curling or static. Cuts easily without use of special cutting edge. Can be reapplied without tearing goldenrod surface. Extra thin (.0028) for better contact. Adhesive always stays on tape. Also available clear.

2592 inch ROLLS x ¼" • ⅜" • ½" • ¾" • 1"

ROLL-O-GRAPHIC CORPORATION

133 PRINCE ST., NEW YORK 12, N.Y.

SEND FOR TRIAL SAMPLE AND NAME OF YOUR LOCAL DEALER

For More Information Circle No. 436

SAVE

TIME • MONEY • EFFORT

with a Staplex

AUTOMATIC ELECTRIC STAPLER

Get a fast, accurate, dependable Staplex to do all *your* stapling. Don't let work pile up . . . don't waste irreplaceable minutes with antiquated stapling methods. Get to that job with Staplex . . . and you'll get it out in record time!

Staplex is **completely automatic** . . . banishes boredom and fatigue . . . boosts employee morale . . . puts dollars in your pocket with savings in time, money and energy.

Send this coupon today!

THE Staplex COMPANY
775 Fifth Ave., Brooklyn 32, N. Y.

☐ *Show me STAPLEX in action!*
☐ *Send me further information*

NAME_____

COMPANY_____

ADDRESS_____

© 1959 The Staplex Company 10-59

For More Information Circle No. 372

NEW Books

TODAY'S BUSINESS MACHINES by Harrison Fisher. American Technical Society, 848 East 58th St., Chicago 37, 120 pp., $4.95.

A general survey of the entire field of office machines, this book may be used by the office manager as a training text for his staff. It covers all the various processes and techniques in use today. The text is supplemented by dozens of machine illustrations.

A PREVIEW OF THE LEISURE YEARS. Retirement Education, Inc., Caxton Bldg., Cleveland 15, Free.

Explores such subjects as general attitudes toward retirement, the importance of developing potentially useful activities, financial planning for the future, Social Security, protection of health, where to live in retirement, travel, etc.

SECRETARY'S BUSINESS REVIEW: A PROFESSIONAL HANDBOOK edited by Nelda R. Lawrence. Prentice-Hall, Inc., Englewood Cliffs, N.J., 527 pp., $7.50.

A comprehensive presentation for students preparing to become professional secretaries. The book is divided into five parts: (1) personal relations, (2) business organization and management, (3) economics, (4) accounting, and (5) business law. A minor division on English usage is included.

WRITING AND PUBLISHING YOUR TECHNICAL BOOK. Dodge Books, F. W. Dodge Corp., 119 W. 40th St., New York 18, N. Y., 50 pp., free.

Will help would-be authors organize and develop their ideas for technical or business books to the point where they can obtain the backing of a publisher. It answers many questions about the author-publisher relationship, and presents many

Phyllis loses her first race!

TYPING TIME: 15 MINUTES
Phyllis Alchis, National typing champ*

COPEASE TIME: 20 SECONDS
Copease photocopier, National copying champ

AND COPEASE NEVER MAKES ANY MISTAKES

Copease! Faster and more reliable than the human hand. Copies everything on paper, even colored inks, pencil and ballpoint signatures. Quiet. Trouble-free. The photocopier that really saves paper.

**PHYLLIS is a good scout. She knew she* had *to lose when she read the facts. Read how you can* win. "*The Truth About Office Copying.*" *MAIL COUPON OR CALL TODAY FOR FREE BOOK.*

COPEASE CORPORATION, 425 Park Ave., New York 22, N. Y. **Box O-10**

DISTRIBUTORS IN PRINCIPAL CITIES. REGIONAL OFFICES:

New York, 425 Park Ave.
PLaza 3-6692

•

Chicago, 228 N. LaSalle St.
STate 2-1383

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Los Angeles, 3671 W. Sixth St.
DUnkirk 5-2881

Gentlemen: I would like to have a 3-day FREE TRIAL of Copease in my office—without obligation ☐

Please send me a FREE copy of "THE TRUTH ABOUT OFFICE COPYING MACHINES" ☐

Name_____ Pos._____

Address_____

City_____ Zone____ State_____

For More Information Circle No. 282

HAPPY FANNY *says:*

Bevco Ventilated Chairs

Offer correct seating for every need in modern offices.

• more comfort • longer wear • less cost

Eliminate the office "Hot Seat"

Increase Efficiency

PS-33A . . .
Posture Arm Chair
Spring action back
6 adjustments

ES-45A . . .
Executive Arm Chair

Beautiful, gleaming chrome Coat and Hat Racks

Single Shelf
36" $9.95

1" tubular steel, mirror-like chrome. Attach on standard 16" stud centers.

Row of Hooks @ $1.25 per foot. Use individually or attach as shown. Hooks spaced 5½" apart in 2 to 6 ft. lengths.

COAT and HAT RACKS

Single Shelf		Length	Double Shelf	
124	$ 8.95	24"	224	$13.45
136	9.95	36"	236	14.95
148	11.95	48"	248	17.95
160	14.45	60"	260	23.95
172	17.95	72"	272	29.95

Chrome Stand for Floor Model Costumers

For More Information Circle No. 338

BEVCO PRECISION MANUFACTURING COMPANY
831 Chicago Avenue, Evanston, Illinois

practical checklists for preparing material for publication.

SYSTEMS AND PROCEDURES RESPONSIBILITY by Philip H. Thurston. Research Div., Graduate School of Business Administration, Harvard University, Boston 63, 110 pp., $2.50.

Particularly timely in view of the growing emphasis on large, expensive data processing systems, this book sets forth an administrative view of the division of responsibility between operating people and specialists for systems and procedures work.

PERSONNEL MANAGEMENT by Herbert J. Chruden & Arthur W. Sherman Jr. South-Western Publishing Co., 5101 Madison Rd., Cincinnati 27. 670 pp., $6.75.

Personnel management principles and practices that have proved sound in the light of research and company experiences. The authors have drawn on current literature and research in the personnel field, together with the experiences of nearly 100 different companies.

PROFESSIONAL PRACTICES IN MANAGEMENT CONSULTING. Assn. of Consulting Management Engineers, 347 Madison Ave., New York 17, 96 pp., $2.75.

Designed primarily for those intending to use management consultants, for management students, and for those in the profession, this is the first comprehensive study of the professional practices followed by reputable management consultants. Shows how consultants prepare for, conduct, make recommendations, and follow up a consulting engagement.

DYNAMIC MANAGEMENT DECISION GAMES by Jay R. Greene & Roger L. Sisson. John Wiley & Sons, 440 Fourth Ave., New York 16, 84 pp., $2.95.

Seven noncomputer business games for business administration classes or executive development programs. Covers every level of management and includes dozens of different business problems. Player instructions, instructor background information, and referee materials are provided.

(Continued on page 125)

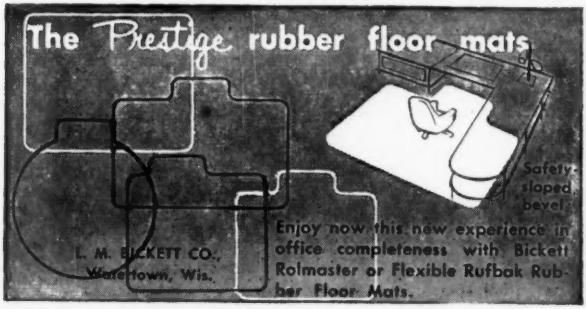
The Quik-Stripper, Jr.

REMOVES PLATES AND CARDS FROM ADDRESSOGRAPH FRAMES

Strip plates and cards from frames quickly with this handy tool without touching inky plates. Saves finger nails and keeps hands clean. The Quik-Stripper, Jr., works with any kind of frame: small, medium or large—old style or new style—even frames holding stub-section plates.

Don't make plate stripping a chore. Keep your work up to date, from day to day, by equipping each operator with a Quik-Stripper, Jr. Sold on 5-day approval. Send for circular with details. Write Addressing Machine Co. of Calif., 667 Mission St., San Francisco 5, Calif. YUkon 2-2130.

For More Information Circle No. 377



L. M. BICKETT CO.
Dept. O-1059
WATERTOWN, WIS.

Send coupon for FREE beautiful colored literature in reply form
INQUIRIES INVITED

Name .....
Address .....
City .....
State .....

For More Information Circle No. 378

Now see this!

A professional copying machine for the price of a standard typewriter!

Without question, Bruning's amazing new Copyflex 105 is the greatest value ever offered in a quality, versatile copying machine. Priced at only $295, it offers all the one-writing benefits for which Bruning diazo copying machines are famous. It produces sharp, photo-exact copies—up to 11 inches wide by any length—*for only 1¼¢ each for letter size.* See for yourself how the "105" can slash clerical time and work in your major business operations, save you in countless ways for general office copying. The coupon brings you the evidence.

Charles Bruning Co., Inc. Dept. 10-K
1800 Central Road, Mt. Prospect, Ill.
Offices in Principal U. S. Cities
In Canada: 103 Church St., Toronto 1, Ont.

☐ Please send me information on your new low-cost Model 105

☐ Please arrange for a Bruning Man to contact me about a demonstration.

Name_____ Title_____

Company_____

Address_____

City_____ County_____ State_____

BRUNING
Diazo Copying at Its Best *Copyflex*®

For More Information Circle No. 196

"Say!

...we just finished a 52 hour collating job in 7½ hours."

Collating duplicated sheets into sets has been a tiresome, time wasting task in our office for as long as I can remember.

Now with our new Thomas Collator—what a difference! One girl, one collator, one hour . . . in what used to take all day and . . . no mad scramble to meet last minute deadlines.

Why not write the people at Thomas for complete information—or a free demonstration? If you're like my boss and me . . . you'll be glad you did.

Thomas Collators Inc.

100 Church St., Dept. B, N. Y., N. Y.

For More Information Circle No. 323

Got A Problem

PLUS Diehl's High Speed Triplex AUTOMATIC Calculator
Solves it Best with . . .

- *Double Transfers and Memory Storage*
- *Automatic Short-Cut + or — Multiplication*
- *Automatic Continuous Multiplication*
- *Automatic + or — Divsion*
- *Addition or Subtraction with or without*
- *Automatic key-board clearance.*

Product of Diehl Rechenmaschinenfabrik • Nurnberg

Model DSR

The *only* calculator with *direct* transfers between storage register, product register and keyboard for faster, more accurate calculating!

Six Models For Your Exact Needs Inexpensive to Own and to Maintain

Plus Diehl

Sole United States Distributor: PLUS DIEHL Calculator Division

CONTROL SYSTEMS, INC.

5 Beekman Street New York 38, N. Y. REctor 2-0045

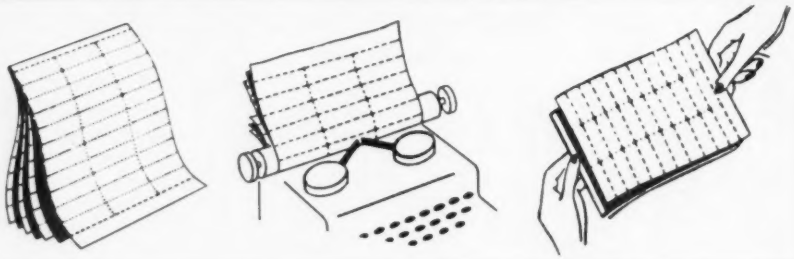
DEALERSHIPS AVAILABLE—Write today for full details of the PLUS DIEHL dealership plan. It offers a complete new field for calculator sales.

For More Information Circle No. 304

"ADDRESSING IS A SNAP"
WITH CARBON-INTERLEAVED
DUPLI-SNAP®

ADDRESSING LABELS

...part of the Original MAIL AID® Line



The fast, practical way of addressing multiple mailings. DUPLI-SNAP labels are interleaved with smudge-resistant carbon—available in sets of 2 to 6 sheets.

No messy insertion of carbons — one quick pull removes carbons intact, with no time-wasting separating. Each sheet in the set is numbered to simplify sorting, to systematize series of mailings, and to avoid duplications.

DUPLI-SNAP labels are packaged in a variety of quantities, from 14 three-part or 10 four-part sets to money-saving boxes of 84 to 250 sets. Even a four-part multi-color set for special uses.

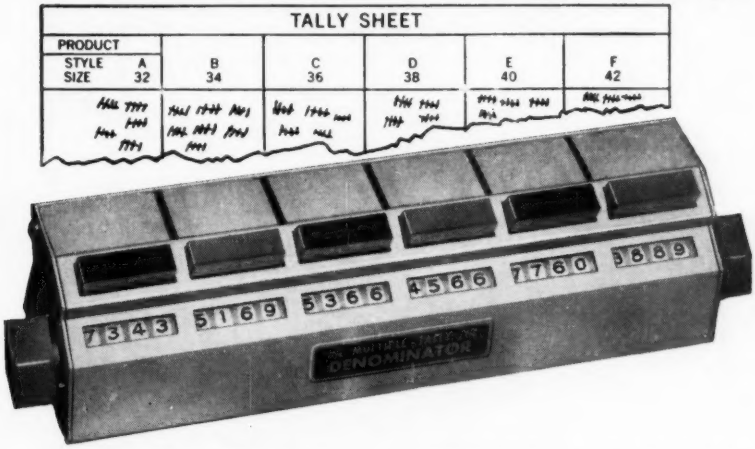
AT YOUR FAVORITE STATIONER

®T.M. Reg. U.S. Pat. Off.
Duplisnap is Reg. T.M. in Canada

EUREKA SPECIALTY PRINTING COMPANY
Dept. 21 Scranton, Pa.

For More Information Circle No. 238

the GREATEST DESIGN ADVANCE in manual tabulating history!



ALL METAL MULTIPLE-TALLY® *by* DENOMINATOR®

NOW... all the features you've ever wanted—right at your fingertips. Precision engineered to meet your present and future requirements.

Wherever this mark is used 𝍸 𝍸 𝍸 you'll save up to 50% time and get greater accuracy with a MULTIPLE-TALLY!

Send for FREE illustrated bulletin NOW. Better still—ask for demonstration. You'll be glad you did!

The DENOMINATOR COMPANY, Inc.
261 BROADWAY, NEW YORK 7, N. Y.
Manufacturers of Tabulating Machines for over 45 years

SEE IT AT BOOTH 239D NATIONAL BUSINESS SHOW

For More Information Circle No. 324

DESIGNED FOR EFFICIENCY

New!

MACKINAC

Job-Ready BUSINESS PAPERS

MACKINAC® JOB-READY BUSINESS PAPERS

- MACKINAC BOND
- MACKINAC DUPLICATOR
- MACKINAC MANIFOLD
- MACKINAC MIMEO
- MACKINAC OFFSET
- MACKINAC OPAQUE

Mackinac Job-Ready Business Papers are designed for maximum efficiency on all modern printing and duplicating machines. Each grade in the Mackinac line has a surface that is especially prepared to give the best possible reproductions in the process for which it is made.

Mackinac Job-Ready Business Papers are precision cut at the mill to sizes 8½" x 11" and 8½" x 14". They are mill-conditioned and packaged in moisture proof wrappers. Available in brilliant white and six bright colors.

Sold exclusively through Paper Merchants

FLETCHER PAPER COMPANY

General Sales Offices: 20 N. WACKER, CHICAGO 6, ILLINOIS
Mill at ALPENA, MICHIGAN

For More Information Circle No. 320

Tufide BUSINESS CASES

LOOKS like leather • **FEELS** like leather • **OUTWEARS** leather 5 to 1 • **UNCONDITIONALLY** Guaranteed 5 full years!

A prized possession of business and professional men. Stebco TUFIDE's famous quality assures them a Case suitable for every occasion. A lasting Gift that will be remembered and appreciated even at Christmas, 1970! Available at Office Supply, Luggage and Department Stores . . . in popular executive colors.

STEIN BROS. MFG. CO. • 1401 W. Jackson Blvd. • Chicago 7, Ill.

Over 40 years of superior quality and experience

For More Information Circle No. 237

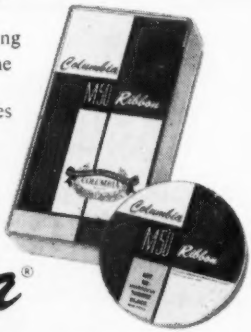
So Different, It's Patented*!

The instant M-50, Columbia's patented polyester ribbon, goes into action you'll see the unique combination of all these features.

- extraordinary versatility—executive correspondence or perfect originals for all copying processes
- virtually unbreakable
- sharp copy—comparable to actual printing
- complete release of ink for absolute uniformity
- smudge-free handling and typing
- 50% more yardage on same diameter spool
- easy to make, halo-free erasures

Special Tri-Pak offer. Write Columbia Ribbon & Carbon Mfg. Co., Inc., 9610 Herb Hill Road, Glen Cove, N. Y.

*U. S. PAT. NO. 2508725



M-50 RIBBON BY Columbia®

COLUMBIA RIBBON & CARBON MFG. CO., INC., GLEN COVE, NEW YORK
COLUMBIA RIBBON & CARBON PACIFIC, INC., DUARTE, CALIFORNIA
For More Information Circle No. 258

The world of letters relies on

Olympia

PRECISION TYPEWRITERS

. . . to do the job—
easier, faster, finer!

Olympia precision typewriters—standard and portable—are preferred the world over for their quality, value and ease of operation.

Fully-equipped with the most advanced and worthwhile typing features, an Olympia turns out the most exacting assignments easily . . . with crisp—uniform—and distinctive results.

With over 50 years of manufacturing experience, every machine is precision-built to the highest standards—assuring quiet, consistent, trouble-free performance year after year.

Olympia

Authorized Sales & Service the World Over

OLYMPIA DIVISION
Inter-Continental Trading Corporation
90 West Street • New York 6, New York

For More Information Circle No. 235

This magic "tape that disappears" mends ledger sheets to last for years!

REG. U.S. PAT. OFF.

SCOTCH BRAND

No. 810 Magic Mending Tape

For permanent paper mending

"SCOTCH" IS A REGISTERED TRADEMARK FOR PRESSURE-SENSITIVE ADHESIVE TAPES OF 3M CO., ST. PAUL 6, MINN. EXPORT: 99 PARK AVE., NEW YORK 16, CANADA: LONDON, ONT.

MINNESOTA MINING AND MANUFACTURING COMPANY

3M COMPANY

...WHERE RESEARCH IS THE KEY TO TOMORROW

Practically disappears on contact with paper, will never crack, cloud or ooze adhesive. And you can write right over it! For all permanent mending and sealing. Write Dept. EQ39, 3M Company for free illustrated booklet that shows you why...

"SCOTCH" BRAND Tapes are a girl's best friend!

LIGHT DUTY
HEAVY DUTY
DOUBLE DUTY

BATES ELECTRIC STAPLER

MODEL C-H30

- Versatile
- Staples everything from 2 to 100 sheets
- One electric unit with interchangeable Model C and H-30 electric heads*
- For everyday use: "C" head with 5,000 brass staples to a load
- For heavy duty jobs: "H-30" head using high-carbon, chisel-pointed staples, up to 100 sheets. Holds 280 staples—¼", ⅜", ½"
- Only seconds to change heads

*May be purchased with either or both of above described heads.

Bates '56' Electric . . .
Automatic, staples at touch of paper. Standard staples, adjustable depth gauge. Removable, interchangeable stapling unit. Soundproofed.

Write Dept. O for literature and prices.

the **BATES** manufacturing co.
Orange, New Jersey
New York Office, 63 Vesey Street, New York 7

For More Information Circle No. 253

←For More Information Circle No. 215

There's a TIFFANY® STAND that's best for your purpose

MODEL 5000

GREATEST ALL PURPOSE, completely safe, Stand for costly office machines. Adjustable open top . . . noise-escape hatch. Castings cover retractable casters; anchor firmly on floor.

MODEL 8000

VIBRATION-FREE RIGIDITY. Square, tubular legs. Adjustable, one piece, open top . . . noise-escape hatch.

MODEL 3000

Ideal Stand for standard typewriters, adders, etc. Rubber casters; brakes on front. Angle, channel steel, reinforced. Adjustable open top, noise-escape hatch.

MODEL 2300

MULTI-PURPOSE UTILITY TABLE. Heavy steel construction. Top 30" wide, 18½" deep; undercoated for sound-vibration abatement. Tray inverted, becomes shelf. 2½" rubber casters, two with brakes.

For further information, write Dept. O

TIFFANY® STAND CO.

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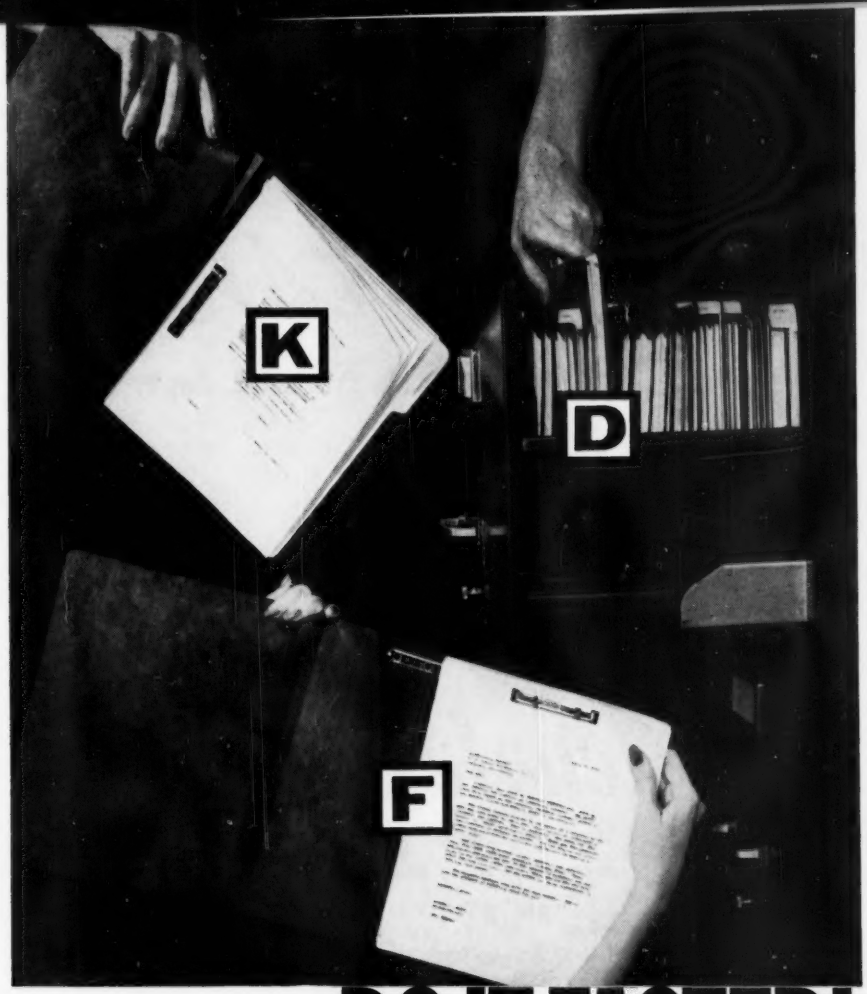
For More Information Circle No. 246



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***K**eeps papers spillproof, secure, in place. Saves re-filing. Speeds finding. Ends "missing paper" panic. **D**urable, genuine pressboard folders are trim, firm, sag-proof. Save finding time—and drawer space. **F**ast transfers—old file slides out, new fastener slides in!*

ASK FOR ACCO's new booklet "Ideas That Save Time and Space" —available free at office outfitters.

Or write: ACCO PRODUCTS,

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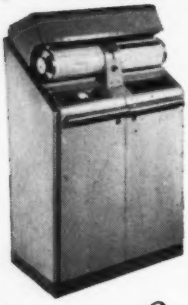
proved performance and dependability



Stenafax®

The electronic facsimile machine for making mimeograph stencils • paper offset plates • single positive copies of graphic material.

It uses just seconds of personnel time; requires no technical operating skill to achieve superior reproduction quality. Manufactured by Times Facsimile Corporation, a pioneer in the development and one of the major suppliers of electronic facsimile equipment. Durably built with precision-made mechanical parts and electronic components designed and constructed in accordance with UL approved standards. Its attractive cabinet design occupies only 26" x 18" of floor area. Made in U.S.A.

See our Exhibit at the National Business Show Section 103 P

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For More Information Circle No. 331

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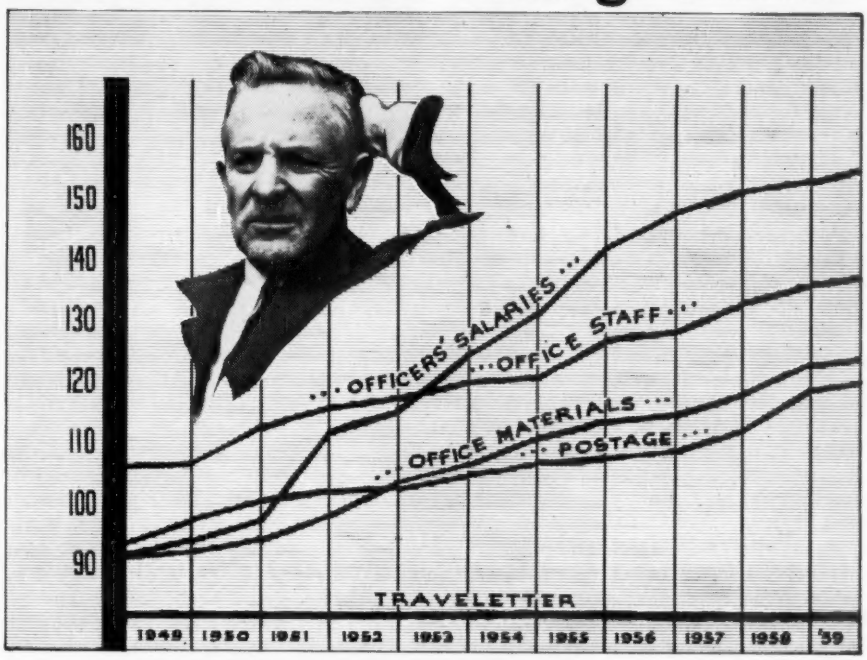

. . . Traveletter's rates are exactly the same as in 1949

The ***Traveletter***® System for reimbursing traveling personnel is available at exactly the same rate as it was in 1949. And you'll be surprised at the other savings you can effect by using ***Traveletter.*** It is the soundest and most economical system of handling and controlling travel expenses yet devised.

Traveletter has been used since 1894 by companies employing from 1 to 1000 travelers, including United Aircraft Corporation, Western Electric Co., Alexander Smith, Inc., A. B. Dick Co., and many others.

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For More Information Circle No. 297

BEST WAY TO JUDGE A DICTATING MACHINE

LISTEN

DICTATING-TRANSCRIBING MACHINE
only $179.95 Incl. Fed. Tax
FULL YEAR GUARANTEE

Fidelity Makes The Difference

400 secretaries, questioned by a leading magazine about dictating machines, listed fidelity as the most important feature they looked for in a machine.

These experts know fidelity makes the difference ... to you when you're dictating or listening ... to your secretary when she's trying to catch every word you said for transcribing. Try the new Geloso StenOtape; you will be amazed at its fidelity. You'll hear yourself just as clearly as you spoke!

"Ease of operation" was the second most wanted feature. Dictating to StenOtape is actually pleasurable. An exclusive relaxed dictation system (no hand mike) takes down everything you say ... even though you have papers in both hands, or walk about the room. Perfect for conferences, too. StenOtape registers up to 30 feet away, up to 2 hours on one reel of endlessly re-usable standard magnetic tape.

StenOtape is compact, ready for instant travel anywhere in its convenient attache case. Weighs only 6½ lbs. Accurate, jamproof, trouble-free. Best of all, after fidelity and easy operation, is its versatility. StenOtape has dozens of uses: in the office, at home, on the road — for dictation, conferences, sales reports, interviews, phone talks, and more. So versatile, in fact, it's fun to take home; it tapes and plays music, too!

Yes, StenOtape fills the bill on all counts for secretaries who want the best, and businessmen who want more machine for less money. StenOtape, at only $179.95, tax included, saves you money when you buy it, both time and money as you use it.

FREE! FACTS BOOK

For complete information about all dictating equipment, read "The Facts About Dictating Machines." This 16-page illustrated book — for the first time anywhere — tells all the important features you should look for. Plus 50 new ways to save time and money in any business. Send for your free copy today. Without obligation, of course.

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☐ Please RUSH, without obligation, new free 16-page illustrated book "The Facts About Dictating Machines"

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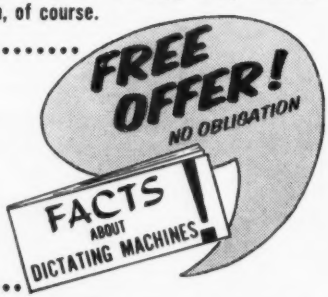


GELOSO STENOTAPE

For More Information Circle No. 280

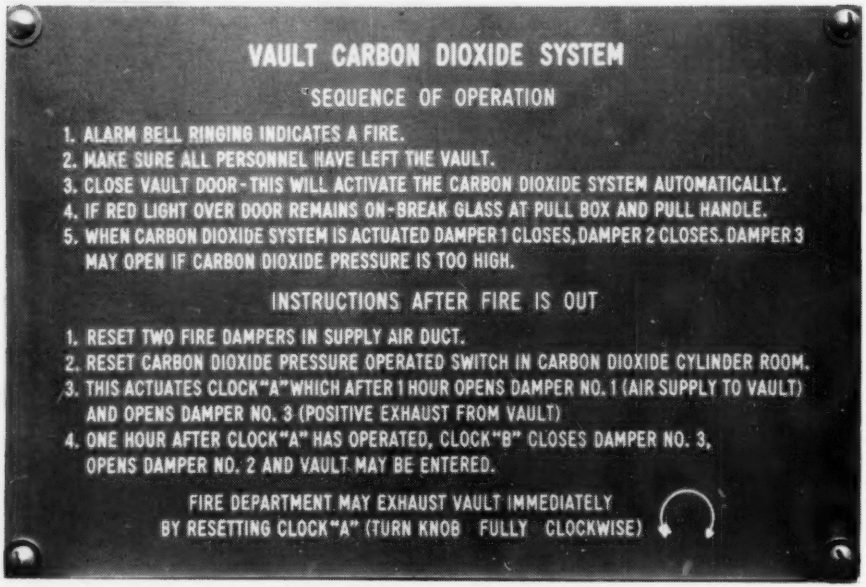
Camera!

Automatic mail facer-canceller in the Washington, D.C., post office where six-man crews are processing 27,000 letters an hour compared with 16,000 an hour by ten persons previously. Developed by Pitney-Bowes, Inc., Stamford, Conn., and Werkspoor, N.V., Amsterdam, Holland, the machine electronically scans for the stamp's position, then directs envelope to one of four canceling dies at speeds up to 500 a minute. Envelopes without stamps are stacked separately. Post offices in Philadelphia, Detroit and other cities are getting the machines which are expected to pay for themselves in about one year.

Judith Mitchell and Carol Clark with the first cash register which was presented to the Smithsonian Institution, Washington, D.C., by Stanley C. Allyn, board chairman of National Cash Register Co. Invented in 1879 by James Ritty, a Dayton, Ohio, cafe owner who sold his rights for $1000. Since then, more than 5 million cash registers have been produced.

American Tobacco's Records Vault

The 16,000 sq.ft records vault of American Tobacco Co. in the basement of the Socony-Mobil Building, New York, is protected by a custodian (left) and two doors: the self-closing fire door (left) and a Mosler escape type vault door (right).



VAULT CARBON DIOXIDE SYSTEM

SEQUENCE OF OPERATION

1. ALARM BELL RINGING INDICATES A FIRE.
2. MAKE SURE ALL PERSONNEL HAVE LEFT THE VAULT.
3. CLOSE VAULT DOOR-THIS WILL ACTIVATE THE CARBON DIOXIDE SYSTEM AUTOMATICALLY.
4. IF RED LIGHT OVER DOOR REMAINS ON-BREAK GLASS AT PULL BOX AND PULL HANDLE.
5. WHEN CARBON DIOXIDE SYSTEM IS ACTUATED DAMPER 1 CLOSES, DAMPER 2 CLOSES. DAMPER 3 MAY OPEN IF CARBON DIOXIDE PRESSURE IS TOO HIGH.

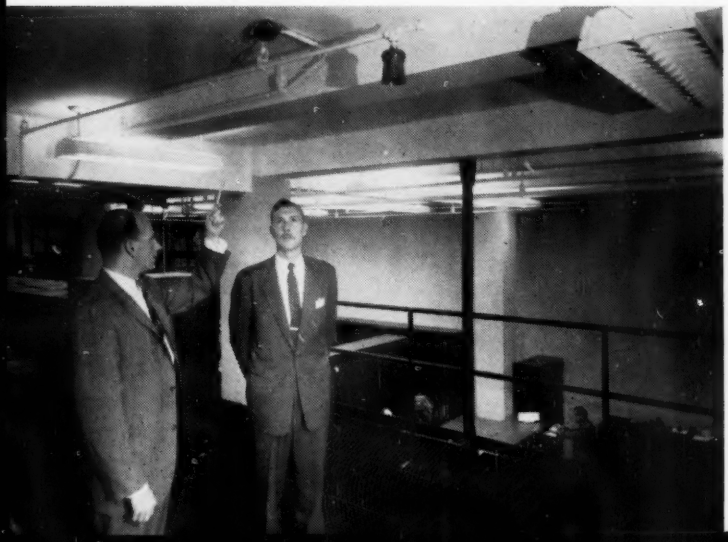
INSTRUCTIONS AFTER FIRE IS OUT

1. RESET TWO FIRE DAMPERS IN SUPPLY AIR DUCT.
2. RESET CARBON DIOXIDE PRESSURE OPERATED SWITCH IN CARBON DIOXIDE CYLINDER ROOM.
3. THIS ACTUATES CLOCK "A" WHICH AFTER 1 HOUR OPENS DAMPER NO. 1 (AIR SUPPLY TO VAULT) AND OPENS DAMPER NO. 3 (POSITIVE EXHAUST FROM VAULT)
4. ONE HOUR AFTER CLOCK "A" HAS OPERATED, CLOCK "B" CLOSES DAMPER NO. 3, OPENS DAMPER NO. 2 AND VAULT MAY BE ENTERED.

FIRE DEPARTMENT MAY EXHAUST VAULT IMMEDIATELY
BY RESETTING CLOCK "A" (TURN KNOB FULLY CLOCKWISE)

Instructions for manual operations if fire occurs when vault is open. This is a precaution to protect personnel who might be inside. When vault is closed, above operations are automatic. (See opposite page.)

The air-conditioned vault is 62 x 40 ft., 18 ft. high, and 40 ft. below ground level. Steel reinforced concrete walls and ceiling, 8 ft. thick, protect against bombs and floods. Vault has outside telephone connection, pushbutton alarm and luminous light switches to aid anyone trapped in it. Some of the records have been microfilmed and the films are kept in a vault at an American Tobacco Co. plant in the South.



An elaborate carbon dioxide fire extinguishing system, installed by Walter Kidde & Co., protects against fire. A Kidde representative (left) points to one of the fire detectors at the right of which is a discharge nozzle. George F. Bingham of American Tobacco's insurance department is at right.

National Bureau of Casualty Underwriters, New York, uses a Royal Precision LGP-30 electronic computer to develop actuarial data from more than 300 insurance companies. This is the 300th LGP-30 installation. L. to r.: Thomas O. Carlson, chief actuary; Angela O'Kane, director of programing unit, and A. T. Craft, Royal McBee Corp. vice president in charge of the data processing division.

Alfred L. Green, executive director, N. Y. State Division of Employment, watches filing supervisor Margaret Derkowski point out features of a Diebold Super Elevator File to Marilyn Smith. Each file can hold 132,000 record cards of employers covered by unemployment insurance. Thirteen motorized units replaced 200 vertical files which were traded in for $4000. Using 1000 sq.ft. less floor-space saves more than $3000 a year in rent.

Best Lighted Office Building

One of nation's best lighted office buildings is the 11-story Logan Building in Seattle which uses 3500 General Electric 40-watt Premium 3 fluorescent lamps in Day Brite Mobilex fixtures. Building was completely rented before completion. Office at right has a maintained light level of 260 foot-candles; the one below, 120.

Stock Brokers' New Offices

Auchincloss, Parker & Redpath, New York Stock Exchange members, recently moved into 16,500 sq. ft. of office space at 52 Wall St. Traditional feeling was retained in their customer and account executive room by retention of leather chairs. Glass and aluminum partitions add spaciousness.

A work area separated by a divider cabinet topped with a glass partition. The new offices were designed by Office Design, Inc., New York. Midhattan Woodworking Corp. did all special cabinet work. (See opposite page.)

Copying, duplicating and mailing equipment were consolidated in one area in the new offices of Auchincloss, Parker & Redpath, New York.

Color keyed conveyor belts, by International Postal Supply Co., divide work table in the brokers' order room.

The new, quiet machine accounting room.

One appliance service dispatcher for Suburban Propane Gas Corp., Whippany, N. J., can reach 15,000 customer records in Revo-Files made by Mosler Safe Co. The 5" x 8" cards combine consumer agreement, installation order, permanent work order and map of area. Ruth L. Swenson, Suburban's director of district offices, said 40 offices use Revo-Files which are expected to pay for themselves in 18 months.

The machine noise problem has been solved at the Bakersfield (Calif.) Savings & Loan Assn., according to Richard H. Leask, vice president, by the use of Silentel noise control cabinets made by Ingolf Dillan Co., San Mateo, Calif.

Who pays your postage?

Mr. R. has just paid the sympathetic mailman 20¢—for five "Postage Due" letters. He does not feel kindly at all toward the senders, and who can blame him? A faulty mail scale which under*weighs, does nothing for your company reputation. And a scale which* over*weighs, wastes postage. Moral: Get a Pitney-Bowes precision built mailing scale!*

Model 4900 for the small office has convenient postage computer

Six Pitney-Bowes scale models for every requirement eliminate underpayment and overpayment of postage. For the small office, the Model 4900 (illustrated), is accurate, easy to use, and has a handy postage computer. Larger PB models have an automatic pendulum mechanism that ensures permanent accuracy, quick and exact register; with hairline indicator, large chart markings are easy to read, make mailing fast and easy. Ask the nearest PB office to show you, or send coupon for free illustrated booklet.

FREE: *Handy desk or wall chart of Postal Rates, with parcel post map and zone finder.*

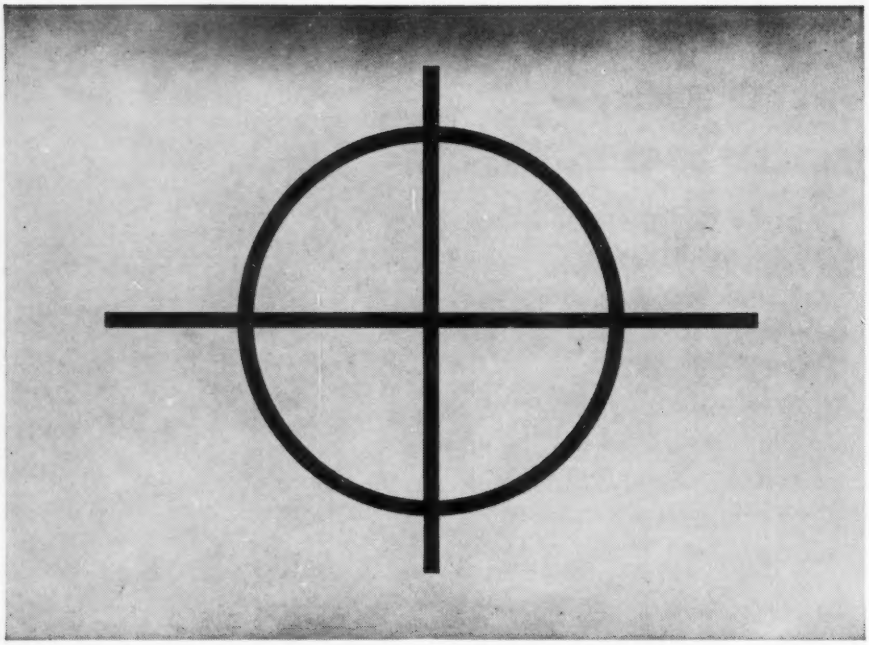
PITNEY-BOWES

Mailing Scales

PITNEY-BOWES, INC.
3478 Walnut St., Stamford, Conn.
Originator of the postage meter . . . offices in 121 cities in U.S. and Canada.

PITNEY-BOWES, INC.
3478 Walnut Street
Stamford, Conn.
Send free booklet ☐ *rate chart* ☐
Name _____
Address _____

For More Information Circle No. 321



The secret of holding

COMPLETE GRIPPER CONTROL of the paper from stack to receiver assures pinpoint register throughout the cycle.

What causes a change in register from start to finish of a run?

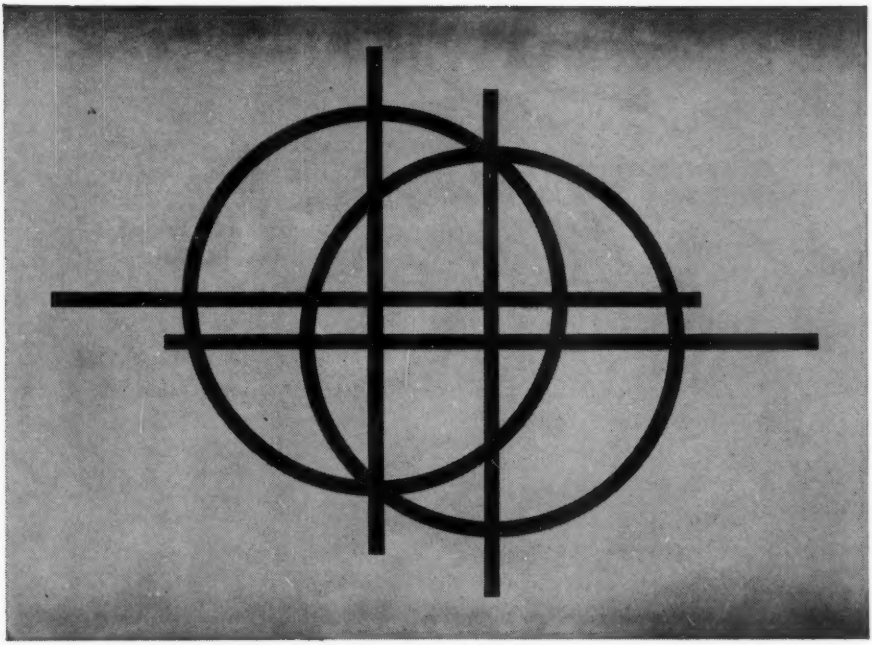
Observe paper as it moves from stack to printed stack in your machine. If movement is **controlled** all the way — as it is in the Photostat® **Masterlith** Offset Duplicator — pinpoint register can be assured throughout the job.

DELIVERY GRIPPERS take paper from impression cylinder grippers, positively control it until release into the receiver. Feeding is always regular, always smooth — without "tail-whip."

THE BLANKET IS FREE from conveying or ejecting duties. It doesn't grip, pull, push or in any other way **move** paper. It only **touches** the paper to reproduce a fine image.

PHOTOSTAT CORPORATION

PHOTOSTAT IS THE TRADE MARK OF PHOTOSTAT CORPORATION



perfect register

PRECISE HORIZONTAL POSITION and register can be set easily without stopping the Masterlith. You merely turn the Vernier jogger-adjustment knobs. Tapes and ball races follow the joggers, automatically center themselves, require no separate setting.

VERTICAL POSITIONING and register are just as easy. Impression cylinder gripper "bite" is adjustable from −2/16" to +6/16", permitting precise vertical positioning and registration. "Twist" adjustments are made in stock feed without moving the plate or washing the blanket.

For a demonstration of these exclusive features of the Masterlith — plus many more — contact your nearest Photostat Corporation sales and service office.

BLANKET HAS JUST ONE JOB, transferring a high-fidelity image, because it's relieved of conveyor or ejector duties.

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Your key to complete copy satisfaction PHOTOSTAT — PHOTOCOPYING OFFSET AND MICROFILM EQUIPMENT

For More Information Circle No. 262

Rose

MAKERS OF THE WORLD FAMOUS
PATENTED "STA-CLEAN" METALLIC
PROTECTIVE-COATED MASTER UNITS
U. S. PAT. 2,671,734

ROSE research in the past has produced such innovations in the duplicating field as:

- **"STA-CLEAN" master units.**
- **"Gold-sealed" master units (edges of master units sealed to protect against rub-off).**
- **Precision-perforated welded master units, which make possible *exact* registration.**
- **"Ultra Sta-Clean Blue" and "Ultra Sta-Clean Purple" master units . . . eliminate stain or smudges even when protective coating has been broken. Non-water soluble.**

Continuing emphasis on research at ROSE, with augmented research facilities, insures many more product developments that could be important to *you*.

•

Specializing in Master Units

Spirit & Hectograph Carbon Papers

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Suppliers to Duplicating Specialists Everywhere

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ROSE RIBBON & CARBON MFG. CO., INC.
HARRISON, NEW JERSEY, U. S. A.

A subsidiary of Bemis Bro. Bag Co.

BEMIS

For More Information Circle No. 279

The Master Mind of Cash Control

COMPLETE PROTECTION FOR SHOPKEEPER AND SHOPPER

Sensational! Simply Fantastic!

"For friendly shopping"

REGNA
Cash Master
"The Dream of every Retailer"

Revolutionary new streamlined Cash Register, with automatic, itemized receipts, numbered and dated, stamped with the Firm's name; accumulating automatic customer counter, as well as built-in adding machine.

In Canada: Regna Cash Registers of Canada Ltd., 704 Notre Dame St. W. Montreal, Que., and Business Equipment Machines, 489-R King St. W. Toronto, Ont.
OUTSIDE CONTINENTAL U.S.: Jergen S. Lien, Box 507, Bergen, Norway

Mail the coupon—Mail it today—Mail it now!

REGNA

REGNA CASH REGISTERS INC.,
175 Fifth Avenue, New York 10, N. Y.
Gentlemen:
Please rush more information on the new Regna Cash Master and outline advantages of becoming a Regna Dealer.

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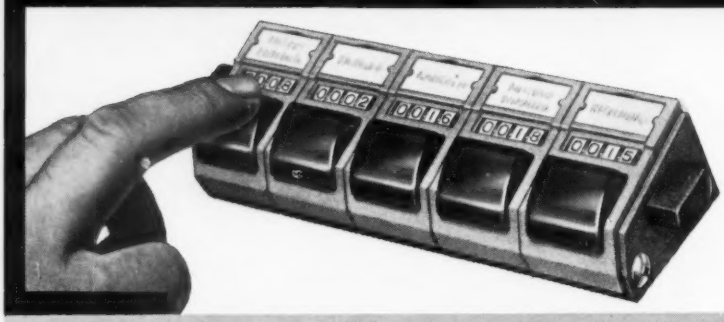
Address_____
City_____ Zone____ State_____

For More Information Circle No. 242

YOU have a use for a VARY-TALLY by Veeder-Root



Yes, you can use a Vary-Tally in your office. Maybe you'd use it for sales or order analyses. Maybe it would keep track of telephone calls. Maybe you'd do paperwork control with it. But, no matter how you use counting in your office, you'll do it easier with a Vary-Tally.

Compactly set up in easy-to-use, easy-to-read tiers, Vary-Tally can be supplied in nearly any combination of units. You can use a Vary-Tally in your business — let us show you how it will help you. Write for complete details.

Veeder-Root inc.
HARTFORD 2, CONNECTICUT
'The Name that Counts'

VR 9-61

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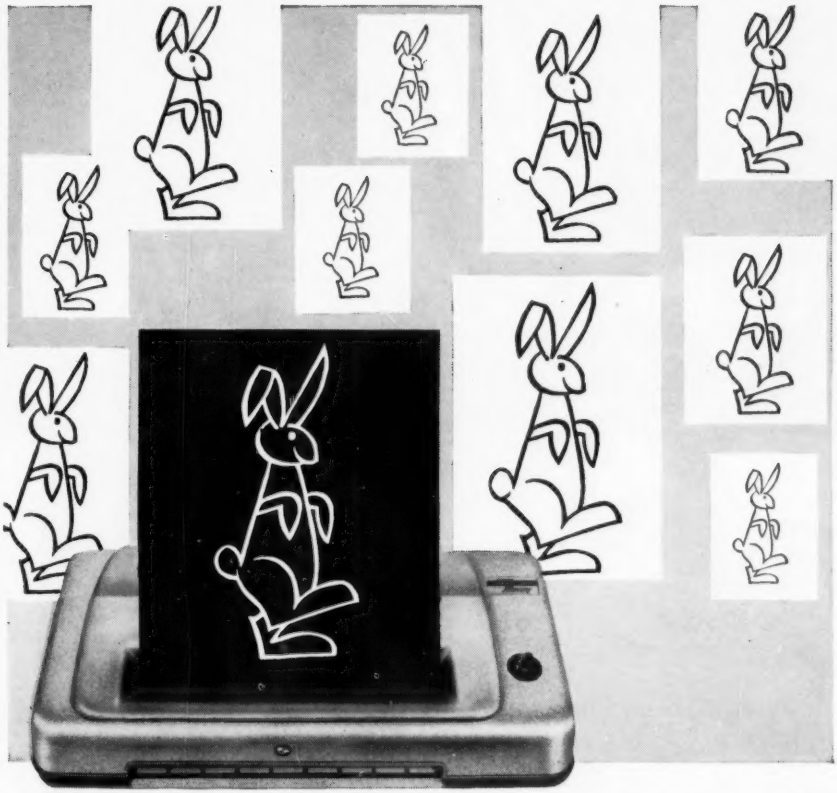

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If you are using a photocopier in your business you can adapt this new process to your present operations. No special equipment is required. And if you presently own TRANSCOPY equipment you can now make any quantity of copies you need from a single TRANSCOPY master. Send the coupon for full details.

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2

For More Information Circle No. 251

SWIFT

presents the most remarkable adding machine ever designed!

unistroke

It is the world's lightest (6½ lbs.) and the most inexpensive (99.50) adding machine with nine column capacity, two-color printing and visible adding dials.

Once you have used the truly portable Swift Adding Machine in your office, store, home, or travelling —you will never be satisfied with any other!

ADDITIONAL OUTSTANDING FEATURES

No extra stroke required for totals or sub-totals; non-print lever for calculating—large size pica type for readability—short stroke handle for fast (150 OPM), easy operation.

only $99.50 plus tax

At better Office Machine Dealers everywhere or write for information TODAY.

SWIFT BUSINESS MACHINES CORPORATION
GREAT BARRINGTON, MASSACHUSETTS

For More Information Circle No. 299

DURALON*

For typewriter and tabulating machine use, the DURALON ribbon is producing amazing results. Here are typical dealer comments:

"XYZ company was highly complimentary about the DURALON ribbon—it outwore all previous ribbons!"

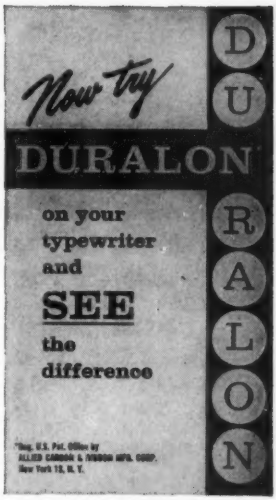
"The customer reaction to your mailing booklet, 'Now Try DURALON' is the best we've ever had. Send us an additional supply."

"DURALON" is a new, exciting, synthetic typewriter ribbon fabric developed through Allied research, which combines in a single fabric the advantages of many fine fabrics.

Its fabric wear and resistance to cutting suggests its similarity to nylon. Yet, its far greater ink capacity makes possible a uniformity of impression in a variety of writing strengths not possible with other fabrics.

The result—a typewriter ribbon that yields impressions of unbelievable fineness and cleanliness. Its wearing quality makes it an outstanding value at a price just pennies over the higher priced cotton ribbons.

Let the Allied man show you DURALON and other items in our complete line of duplicating supplies, designed for today's needs to outperform today's competition—and you'll begin to appreciate the value of an Allied franchise—with its policy of sales through limited, authorized dealers only.



Among the world's finest duplicating products: Flagship patented metallic back carbon paper, Flagship carbon paper ribbons, Offset ribbons, Tabulating ribbons, Addressograph ribbons, Diazo ribbons, Hotel Register carbons, Artist transfer carbons, School packs, Carbon binders, Spirit carbons, Stencils.

ALLIED CARBON AND RIBBON MANUFACTURING CORPORATION

General Offices and Factory: 165 Duane Street, New York 13, N. Y.
Western Office and Warehouse: 3425 So. Main, Los Angeles 7, Calif.

*Registered U. S. Patent Office.

For More Information Circle No. 243

Give a girl the comfort of a Goodform chair... and watch her work output rise!

"Businessmen are beginning to realize," says Dr. Bertrand Klass, Vice President and Senior Psychologist of Forbes Marketing Research Inc., "how important working comfort can be to girls in an office. Take a chair, for example. Give them a chair that's adjusted to their own size and build and you'll find they're better rested and generally more efficient. Employees will also be likely to appreciate management's interest in their comfort. Good employee relations generally mean higher productivity and profit."

To boost productivity in your offices as much as 25%, call on GF—America's largest maker of metal business furniture. Only GF offers complete planning, design and decorator services that take into consideration, not just space utilization and work-flow, but the many *human* factors that make for efficiency.

An informative booklet, "PLAN TO PROFIT FROM YOUR OFFICE INVESTMENT", is yours for the asking. Just call your GF branch or dealer, or write The General Fireproofing Company, Dept. L-28, Youngstown 1, Ohio.

GF **GENERAL FIREPROOFING**

METAL BUSINESS FURNITURE

For More Information Circle No. 344

The Best Ways To Coordinate a New Procedure

LESLIE H. MATTHIES
Director, Administrative Research, Ross-Martin Co., Tulsa, Okla.

COORDINATION is just a big word for "getting people together." In our systems work we may coordinate any one of a number of management documents. It may be a policy statement, a form, a procedure, a completely new systems plan, or a functions list.

One of our biggest jobs is to maintain procedures or keep them up to date. Every time we change a procedure, we should coordinate it because the change *may have an effect* where we least expected it. As we coordinate the procedure we bring to light those effects that we never thought about.

The coordination process has a way of bringing an understanding between departments. As one boss said: ". . . even if you never published that procedure, we have gotten a working agreement among the departments."

Usually some fellow from the systems department does the coordinating. As a coordinating agent the systems man can do a better job if he is in a management staff position. Often systems men are located within a regular line department. Then the supervisors and managers of other departments are likely to express their feelings something like this: "What's this fellow from Joe Blow's department mean coming over here, and trying to tell us what to do?" Of course the coordinating agent can operate within a line department, but he is handicapped.

The man who coordinates a procedure between a number of departments must work with care and great delicacy. He must be able to judge other people's reactions. He needs to know when to insist; and when to desist. He must push, without seeming to be "pushy."

He must work carefully to insure

that people in all departments trust him. Supervisors and managers must not only feel that he is basically honest, but they must believe in his ability to come up with a workable procedure.

If two departments do not agree, the systems man should try to settle their differences on a basis that he feels is fair to both sides. Before he can move, he must pinpoint exactly *what* is in dispute.

If the man doing the coordinating is located within a line department, then he should lean over backward to avoid any show of partiality to his own department. If the man is in the controller's division, for example, he should be extremely careful that he is not accused of setting up his procedure ". . . for the convenience of the bookkeepers."

Some systems men prepare the proposed procedure in written form, then place it, with a sign-off sheet, in a file folder. They then send this folder to the various departments affected. Department managers either approve the proposed new procedure, or they suggest changes. This is the *spoke-of-the-wheel* coordination method.

After one department head has approved and signed the procedure, he returns the folder to the systems man who sends it out again to the next affected department. With this technique the systems man keeps a tight control over the progress of his procedure. This is a slow process if there are many departments involved.

Using the *rim-of-the-wheel* technique, the systems man circulates the proposal without bringing it back into the systems department after each approval. He asks the department that first signs off to send it on to the next department on the list. Thus, the folder with the proposed procedure and the signature sheet circulate from one affected department to another. It returns to the systems department only after the departments have signed. Here the systems man lacks the control that he needs if he is to push the coordination process along at a fairly rapid rate.

Simultaneous coordination is a much faster method. The systems man duplicates copies of the procedure and sends them to each of the affected departments—all at the same time. However, if he receives many suggested changes from individual departments, and these changes affect other departments, he has the problem of re-coordination.

For re-coordination, the systems man needs patience. If one department head has approved a procedure, and later another department head suggests a change, it is *absolutely essential* that the systems man contact the first supervisor again if he is affected at all by the change. If in doubt, contact him.

This slows down the process of coordination, but it is unfair to an individual who has agreed to one procedure to find that you publish something else. He can get downright mad about it if

Coordinating a procedure between several departments is a job that requires great care.

If re-coordination is necessary, the systems man will need a great deal of patience.

the changes affect him, or even if he *thinks* they do.

The trust of all department heads is too precious to take any chances on losing it. If there is any doubt at all about a proposed change, re-coordinate the procedure with those who have already signed off. Often all you need is a phone call to the man. Explain the suggested change and ask him if he wants to review it again.

When the proposed procedure reaches the top manager, the man who is boss of all the department heads that have signed it, he knows that he can give final approval with confidence; that he isn't affixing his name to some plan that his line executives "can't live with." In looking over the proposal and the signature sheet, he can see which of his department heads have indicated that the change is O.K., those who feel that the new way has a definite advantage over the old system. He can also see who dissents and he can review any stated objections. When the top boss feels that all who are affected have had a crack at the procedure, he can approve it himself.

As every systems man knows, sometimes during the process of coordinating a proposed change, some department head may object to the new procedure and refuse to sign. But you still need his signature. The top boss will want to know that the procedure *has been coordinated* with him. If he has specific objections, he should sign and note his objections. Of course, try to get these objections resolved with other departments before you take the procedure to the top boss for final approval.

Sometimes a manager will refuse to sign a proposed procedure because he says: "I don't like it." No organization can be run on an emotional basis. If a man objects to any part of the procedure, he should:

1. State his *objections,* briefly.
2. State just exactly *why* he objects.
3. State what he *proposes* as an alternative.

When a man is asked to commit himself in writing, and when he knows that the top manager is going to see what he writes, he is not so apt to display his "I-don't-want-to-play. Give-me-my-marbles,-I'm-going-home" complex. When you get objections in writing, the top boss can see whether the objections are important enough to withhold his own approval.

Often the process of coordination is slow. Sometimes it consumes months and a few processes have run into a year or longer. Some people take a long time to reply to a very simple proposed change. If the benefits of this change are great, adopt a "push" technique. With *top management backing,* use the simultaneous coordination technique and attach a slip to the proposal with a statement something like this: *Non-reply by (date) will be considered an approval from your department.*

An Inexpensive Method of WORK SAMPLING

C. B. GAMBRELL JR., Assistant Professor, and JAMES W. BARANY, Instructor, Industrial Engineering Dept., Purdue University, Lafayette, Ind.

WORK SAMPLING is a technique based upon the fundamental laws of probability. If a comparatively large number of observations are taken at random intervals, the ratio between the observed frequency of a particular activity to the total number of observations taken will approximate the true percentage of that activity. The procedure for conducting the conventional ratio delay study using the work sampling technique is as follows:

1. The worker's performance is classified in terms of idle vs. productive activities and expressed in terms of attribute measurements.

2. The observer visits the job area at random intervals.

3. The worker's activity is recorded in accordance with the standards of step 1.

4. The delay percentage is computed from the formula:

$$\% \text{ delay} = \frac{\text{Number of delay observations}}{\text{Total number of observations}} \times 100$$

The major application of work sampling in industrial engineering has been in the use of ratio delay studies to determine the per cent allowances for unavoidable delays. The same methodology can be used to determine the amount of time devoted to various activities in a job that is cyclic in nature, such as clerical procedures. For example, it could be used to find the proportion of time a secretary spends in answering the telephone, typing, filing and taking dictation. An analysis of her duties may lead to a more efficient arrangement of these activities by eliminating the time lost in changing from operation to operation. The same studies might be used in a job evaluation program to specify the skill requirements for a particular job.

In all work sampling examples, the following conditions must be satisfied to assure accurate and valid results:

1. Observations must be taken at random intervals over a prolonged period. Every portion of the total working day must have an equal probability of being observed.

2. There must be a similar grouping of the four possible factors because activities may differ for various groups of jobs, operations, machines or work places.

3. Where there is a perfect dichotomy, working or not-working, the number of observations required for a desired accuracy and confidence level can be predetermined by the use of the binomial law for probability distribution as follows:

$$N = \frac{(CL)^2}{(AF)^2} \frac{(1-p)}{p}$$

where N = number of observations required.

The authors tested their method in a departmental library at Purdue University.

CL = confidence limits expressed in number of standard deviations.

AF = accuracy factor, the accuracy band about p expressed in decimal form.

p = estimated percentage of a given activity expressed in decimal form.

Control charts can be used to determine when enough observations have been obtained for distribution other than the binomial.

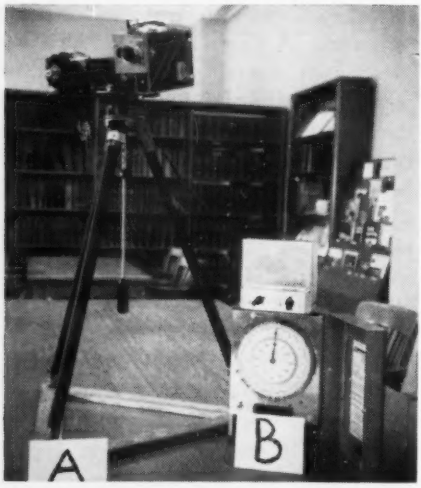
4. Idle and productive activities must be clearly defined.

One thing which must be eliminated if work sampling is to be accurate is purposeful behavior of the operator to influence the result of the study. For example, when the observer enters the work area, the operator may not continue to work in his normal pattern but may begin adjusting tools, moving materials, straightening up his desk, etc., to appear busy while under observation. Such actions decrease accuracy and render data completely useless for study purposes. A single stationary observer throughout the study is a means of combating purposeful behavior. With the observer ever-present, the operator cannot determine when his actions are being recorded; so he does not know when to exercise purposeful behavior. However, the stationary observer eliminates the primary advantages of sampling and is a regression to the all-day study with its high costs.

Another difficulty to be overcome is the prejudice or purposeful behavior of the observer who may classify a border activity so as to bias results in a particular direction. One way to minimize this is to have the observer make instantaneous observations which are

compared to the carefully defined standard or scale for classifying various activities. However, the analyst only gets a one-shot glance at the activity in many instances and has to compare his mental image against the predetermined scale to arrive at a decision in borderline cases.

Another disadvantage in the conventional method is the cost of an observer who must be at a particular site at the precise time the random observation is taken. The time for random observations of a group of jobs studied simultaneously is determined one day in advance. A travel route is prepared for the observer who walks through the office taking readings according to the schedule. If enough jobs are studied, he may be busy all day. If a single job is under observation, he must either remain near it or return to his office after each observation. If the job location is a considerable distance from his office, obtaining information for only a single job can be costly.



A: 16mm movie camera with constant speed motor drive. B: random program timer with time-span circuit control.

An investigation was recently undertaken by the authors to illustrate the advantages of an inexpensive, accurate, yet non-bulky automatic work sampling device. Such an instrument is not new, but no one has published a representative sample of the results that can be obtained from this method.

Our study setup used a 16mm motion picture camera with a constant speed drive and an automatic timer to actuate the camera at random intervals. The timer was set so the camera exposed eight frames at each random observation; thus, necessary data was recorded on a relatively small footage of film. The technique was similar to memomotion filming except that exposures were made at random intervals rather than at regular intervals of one to ten frames per second. Eight frames per observation were necessary to reveal the operator's motions, and differentiate between different activities that might otherwise appear to be the same.

To test our method, arrangements were made to study the operation of a small library at the university. The librarian performed secretarial duties in addition to her library activities. The secretarial work often required her to be absent from the library. The object of the study was to determine the true percentage of time that she spent on secretarial duties, librarian duties, and being absent from the library.

Our apparatus was mounted on a bookcase which provided an excellent view of the librarian's normal work area. A clock was placed in view of the camera so that the time was re-

corded as each exposure was made. The study comprised 40 observations per day for four days. After developing, the film was analyzed with a single frame projector, and the various activities were tabulated according to the classification in Fig. 1.

The primary purpose of this experiment was to test the possibility of performing work sampling studies with a camera. The results were surprisingly good. Fig. 2 shows graphically the results for the four days' observation. Even with only 160 observations, each duty curve began to level off, indicating a degree of stability in the results. Obviously, for an accuracy factor of 10% and a confidence limit of 95%, a greater number of observations would have been required. Based on these results, it can be concluded that automatic work sampling using a camera is practical, feasible and economical.

The automatic work sampling camera has certain advantages and limitations which should be considered before using it: Among its advantages are:

1. Taking random observations with an unattended camera is like utilizing an ever-present observer. The worker cannot anticipate when a reading will be taken; therefore, he cannot purposely influence the study.

2. The film provides a permanent, precise record of the work place layout as well as the activity. It eliminates many errors of a paper-pencil recording made by an observer who may be subjectively influenced in comparing his mental image of the activity against the activity classification scale. The film is a true record of what has transpired and is available for paired comparison with the classification scale.

ACTIVITY	NUMBER OF OBSERVATIONS
LIBRARIAN DUTIES	
Card file cataloging	19
Handling books (checking in and out, dusting, etc.)	12
Talking to instructors, students, visitors, etc.	9
Using telephone	4
Reading letters, brochures, etc.	3
SECRETARIAL DUTIES	
Typing	39
Filing	19
Writing	8
Proofreading	7
ABSENCES	
Absent (errands, personal needs, etc.)	40
TOTAL OBSERVATIONS	160

Fig. 1. Activities tabulated after examination of film.

3. The film permits greater coverage than possible with eye observation. The use of a wide angle lens permits covering several work stations at once, to make a multiple study on the same film. This could seldom be accomplished satisfactorily by an individual observer with the same speed and accuracy. Greater accuracy can be expected even for single activity studies because the human observer is limited in his ability to observe, digest, record and describe a situation accurately within a limited time.

4. The automatic timer assures the pre-established random observations being taken precisely at the proper moment. Often an observer gets behind in his travel route between various jobs, and observations are not taken at the exact time required by the schedule.

5. While the observations are being recorded on film by an unattended camera, the observer can devote his attention to some other activity. Also,

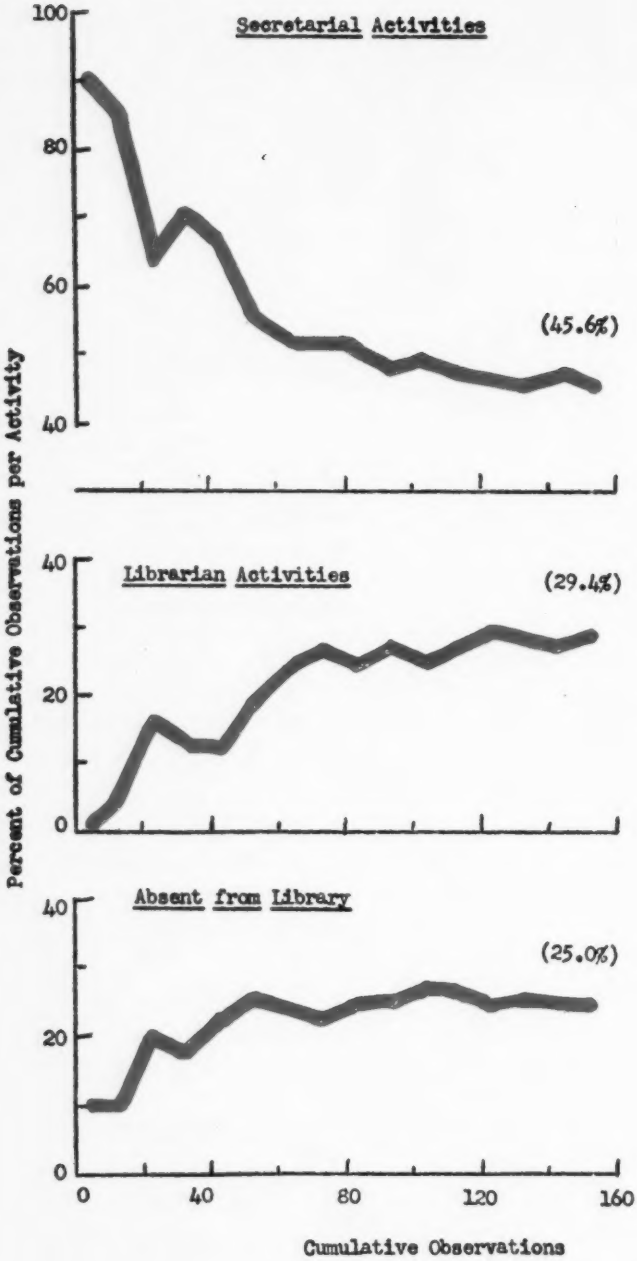


Fig. 2. The graphs show how the curves began to level off, indicating a degree of stability in the results.

it is convenient and valuable to study the film in a laboratory where proper attention can be applied to the analysis. The film can be stopped, reversed and studied again as needed without bothering the worker.

6. Estimates of the savings obtained by the use of conventional ratio-delay studies in comparison to all-day time studies range as high as 66%. The random filming technique should increase this savings because operating costs are far less than for the ratio-delay observer method when studying only one job at a time. A 100 ft. roll of film contains approximately 3810 frames. For example, taking 40 observations per day with eight frames per observation for 11 days costs about $10 for recording the data. Of course, the film has to be analyzed and the necessary computations carried out.

7. Films aid in training ratio-delay observers and analysts.

8. The film aids in preparing job descriptions and making job evaluations. It is an effective tool in determining the amount of time spent on the various tasks that comprise the total job.

The limitations of the film method are:

1. Special equipment is required over and above the usual equipment used in filming working operations. Primarily, this is to provide randomness in the filming. A satisfactory timer costs about $69.

2. Special knowledge, training and experience is required for proper camera installation, operation and maintenance so that faith can be placed in the setup. The conventional requirements for motion picture taking prevail; however, in addition, the operator should be familiar with the mechanics of the filming process and the timer.

3. Some degree of maintenance of the study setup would be required to assure proper lighting, etc.

4. The work sampling technique with an automatic device is limited by the area which can be covered by a camera. If the work involves movements of any appreciable distance, the camera may not be satisfactory. Perhaps the most important limitation is the inability to determine from the film the exact state of an operation at the time of the filming. For example, it might be easy to distinguish down time from running time in the film, but it is difficult to determine the reasons for down time (personal needs, machine repair, material shortage, etc.). With this limitation, automatic work sampling is perhaps most applicable to situations where a yes-no answer is possible, *e.g.*, men working or not, people waiting for service or not, etc. The second application is to those jobs where it is easy to distinguish between the activities; that is, clerical work where typing, filing, taking dictation are easily distinguishable.

5. Some delay may be encountered in beginning the analysis because of film processing time. If the length of film represents several days of data; no work can be started on it until the film is developed. Data is available only on film, so its analysis constitutes an added expense.

6. The risk of film exposure is ever-present, although unlikely, and could constitute complete loss of information pertinent to several days' observation.

National Business Show in New York, Oct. 19-23

NEW YORK'S COLISEUM again will be the site of the National Business Show this year. Scheduled to run Oct. 19-23, the show will enable thousands of business people from all over the world to view the products and services of the more progressive manufacturers of office equipment, both foreign and domestic. Nelson A. Rockefeller, Governor of New York, will officially open the show at noon on Monday, Oct. 19.

Five acres of display area will accommodate the more than 200 exhib-

Able Advertising Specialty Co.
Accounting Systems Co.
Adding & Bookkeeping Machine Corp.
Addressing Machine & Equipment Co.
Advertising Specialty Club
Alden Systems Co.
Alma Office Machine Corp.
American Automatic Typewriter Co.
American Electronics, Inc.
American Geloso Electronics, Inc.
American Office Equipment Co.
American Photocopy Equipment Co.
Amplex Corp.
Ampto, Inc.
Applied Research Corp.
Arrow Rubber Corp.
Automatic Electric Sales Corp.
Ava-Gae Sales Co.
Baldridge Reading Services, Inc.
Bankers Box Co.
Bates Accounting Forms Co.
Bates Mfg. Co.
Bell & Howell Phillipsburg Co.
Billen Engineering
Bircher Co.
Bohn Duplicator Corp.
Bro-Dart Industries
Charles Bruning Co.
B. H. Bunn Co.
C. V. S. Inc.
The Canadian Office
E. J. Cashman Co.
Chart-Pak, Inc.
Cincinnati Time Recorder Co.
Coffee Vending Service, Inc.
Cole Steel Equipment Co.
Cole Steel Office Machines, Inc.
Collamatic Corp.
P. F. Collier & Son Corp.
Collister Corp.
Colonial Salesbook Corp.
Comptometer Corp.
Consolidated Business Systems, Inc.
Continental Casualty Co.
Continental Office Machines, Inc.
Copease Corp.
Copycat Corp.
Copy-Craft, Inc.
Cormac Photocopy Corp.
Crescent Advertising
Dartnell Corp.
Danco Telephone Co.
DeJur-Amsco Corp.
Denominator Co.
Devolite Corp.
A. B. Dick Co.
Dicto Electronics Corp.
Documat, Inc.
Dorfman Bros.
Duophoto Corp.
Duke's Specialty Co.
Duplicard Addressing Machine Co.
E-Z Dial Specialties Inc.
Eastern Adcraft Co.
Eastman Kodak Co.
Ebco Mfg. Co.
Economy Novelty & Advertising Co.
Elbe File & Binder Co.
Electronic Communications, Inc.
Electro-Rex Corp. of America
Elliott Addressing Machine Co.
Elmont Advertising & Specialty Co.
Executone, Inc.
Fairfax Photo Products, Inc.
Felins Tying Machine Co.
Fifth Avenue Letter Shop, Inc.
Fordigraph Corp. of America
GBC America Corp.
Garden State Advertising Spec. Co.
Gates Acoustinet, Inc.
Geiger Bros.
General Binding Corp.
General Photo Mfg. Co.
General Photo Products Co.
Gestetner Duplicator Corp.
Gibson Machine Mfg. Co.
Gimmicks Unlimited
Goodyear Printing & Stationery Co.
Gowi-Madison Co.
Graphic Microfilm Corp.
Greater New York Industrial Directory
Grolier Society
H-O-N Co.
Haloid Xerox Inc.
Halvin Co.
Hamilton Employment Service
John Hancock Mutual Life Insurance
Philip Hano Co.
Irene Hayden Co.
Hercules Seating Co.
Hewig Co.
Heyer Corp.
Hill Advertising Specialties Inc.
Home-O-Nize Co.
Hunter Photo Copyist, Inc.
Al Hyman Products Co.
Ideal Stencil Machine Co.
Ideas Unlimited
Inserting & Mailing Machine Co.
International Office Appliances, Inc.
International Photocopy Corp.
Itkin Bros.
Jumbo Advertising Co.
Kelly Girl Service, Inc.
Kenro Graphics, Inc.
Keystone Specialty Co.
Klug Co.
Korda Industries

its, showing nearly 500 different products. The show is expected to draw an audience of over 140,000 from all parts of the U. S. and some 50 foreign countries. As one of the big events in the office equipment industry, it is visited each year by management executives in industry and government. Nearly 3000 visitors are expected to come from foreign countries such as Britain, France, West Germany, Argentina, Brazil, Japan, India, and even from behind the iron curtain.

About 12% of the exhibits will be

National Business Show in New York, Oct. 19-23

J. M. Kuhlik—Recordall
Kwik Kafe Coffee Vending Service
Labelon Tape Co.
Lanston Industries, Inc.
Larick Mfg. Co.
Leading Specialty Co.
Lees Advertising Lines, Inc.
LeRoy Inc.
Letterex Corp.
Lithoid, Inc.
R. J. Ludlow, Jr.
F. G. Ludwig, Inc.
Macey Co.
Maggie Magnetic Visual Aids Corp.
Mailers Equipment Co.
Manpower, Inc.
Marlew Crafts
Marnay Sales & Mfg. Co.
Marsh Stencil Machine Co.
Martin Advertising Products Corp.
Marvic Co.
Master Addresser Co.
Metwood Office Equipment Corp.
Michael Lith, Inc.
Mijon Inc.
Miles Reproducer Co.
Milo Harding Co.
Minnesota Mining & Mfg. Co.
Robert M. Minton Co.
Modern Products Co.
Morgan Sign Machine Co.
Mosler Safe Co.
Mystic-Lite Corp.
National Blank Book Co,
National Bundle Tyer Co.
Nettle Mfg. Co.
New Canaan Engineering Co.
New Hermes Engraving Machine Corp.
N. J. State Industrial Directory Corp.
N. Y. State Employment Service
New York Telephone Co.
Nord Photocopy & Business Equipment Corp.
North American Philips Co.
Novelty Advertising Products Co.
NuArc Co.
Nu-Pak Coffee & Cookies Vending Service
THE OFFICE
Office Temporaries, Inc.
La Oficina
Olivetti Corp. of America
Olivetti Sales Corp.
Ozalid, Div., General Aniline & Film Corp.
Paillard Inc.
Paramount Cal. & Nov. Co.
Payroll Tax Service, Inc.
Peerless Photo Products, Inc.
Pencil Specialty Co.
Perk-ette, Inc.
Photorapid Corp.
Plan Hold Corp.
Planoscope Corp.
Plastic Binding Corp.
Polychrome Corp.
Pramer Advertising Specialty Co.
Reading Services, Inc.
Rex-Rotary Distributing Corp.
Robertson Photo-Mechanix, Inc.
Rockaway Metal Products Corp.
Royal Zenith Corp.
Sadolins Inks of Denmark, Ltd.
Santini Bros.
Savin Business Machines Corp.
Scriptomatic, Inc.
C. E. Sheppard Co. Div.
Siebert Advertising Corp.
Silk City Calendar Co.
Simplex Time Recorder Co
Small Business Administration
Social Security Administration
Spartan Advertising & Novelty Co.
Speedograph, Inc.
Speed-O-Print Corp
Speedry Products, Inc.
Standard Instrument Corp.
Standard Manifold Co.
Staplex Co.
Statistical Tabulating Corp.
Statmaster Corp.
Steiner Rouse & Co.
Stenocord of America, Inc.
Supreme Steel Equipment Corp.
Tab Products Co.
Talmalin Mfg. Co.
TelAutograph Corp.
Tele-Norm Corp
Terel Advertising Co.
Thomas Collators Inc.
Times Facsimile Corp.
Tripard Mfg. Co.
United States Plywood Corp.
U. S. Dept. of Commerce
U. S. Dept. of Labor
United Van Lines
Van Clief Lithographing Co.
Varigraph Co
Vero-Dot Film & Chemical Corp.
John Waehner Mfg. Co.
Walkie Recordall Co.
Walsh Sales Builders Inc
Watson Mfg. Co.
Webster Electric Co.
I. Irving Weissler
Willoughby Business Methods Corp.
Wintronics, Ltd.
Yawman & Erbe Mfg. Co.

Enrico Miserendino, North Atlantic divisional director, Olivetti Sales Corp., presents a Lettera 22 portable typewriter to Betty Biggers, Queen of the 1959 National Business Show. The typewriter will be awarded to the best New York high school student typist in a contest sponsored by Alpha Chapter of Delta Pi Epsilon, graduate honor fraternity of business educators from which the winner also will receive a certificate of proficiency.

by foreign manufacturers, whose displays will occupy nearly 25% of the floorspace. Most of these displays will be adding and calculating machines, typewriters, dictating, copying and duplicating machines.

Theme of this year's show, "Business and Communications," will show the impact of external means of communication—business magazines, newspapers, radio and TV—on business and business management. Features will include a studio from which radio station WNEW will broadcast regular newscasts and general programs. In addition, the station will prepare and tape special programs, interviewing visiting executives, etc. United Press International will be represented by an installation of its wire receivers. These will provide information for news bulletins for distribution to visitors, reproduced by spirit, stencil and offset processes on equipment, supplies and services volunteered by exhibitors.

A typing contest sponsored by Alpha chapter (New York University) of Delta Pi Epsilon — a national honor graduate fraternity of business educators — will be held during the show. Open to all secondary students in the city's schools, the contest will pit the best student typists in competition using the latest model typewriters. The winner will receive a certificate of proficiency from Delta Pi Epsilon and a Lettera 22 portable from Olivetti Corp. of America.

A special tour, arranged through the cooperation of Pan American World Airlines, will bring foreign business executives here this month. In addition to seeing the show, the executives will tour business firms in New York, Philadelphia, Washington and Chicago.

For complete information on the National Business Show contact George H. Gutekunst, Jr., director of public relations, National Business Show, 530 Fifth Ave., New York 36.

How a Specialist Helps When You Lease Office Space

JULIEN J. STUDLEY, President, Julien J. Studley, Inc., New York

OFFICE LEASING sooner or later confronts most business managements. Among the important points that arise when a company is seeking new offices are: Who to contact? What factors are salient when making a final decision? What are the hidden costs? How much space should be allowed for future expansion?

A move to new offices should be carefully planned. It is generally one of the largest purchases made by any company. Most major space is leased on a long-term basis and arrangements for space are made infrequently—perhaps only once every five or ten years. So company executives cannot be expected to be experts in locating the best available space when negotiating a lease. Here is a step-by-step procedure that will guide management in seeking new quarters.

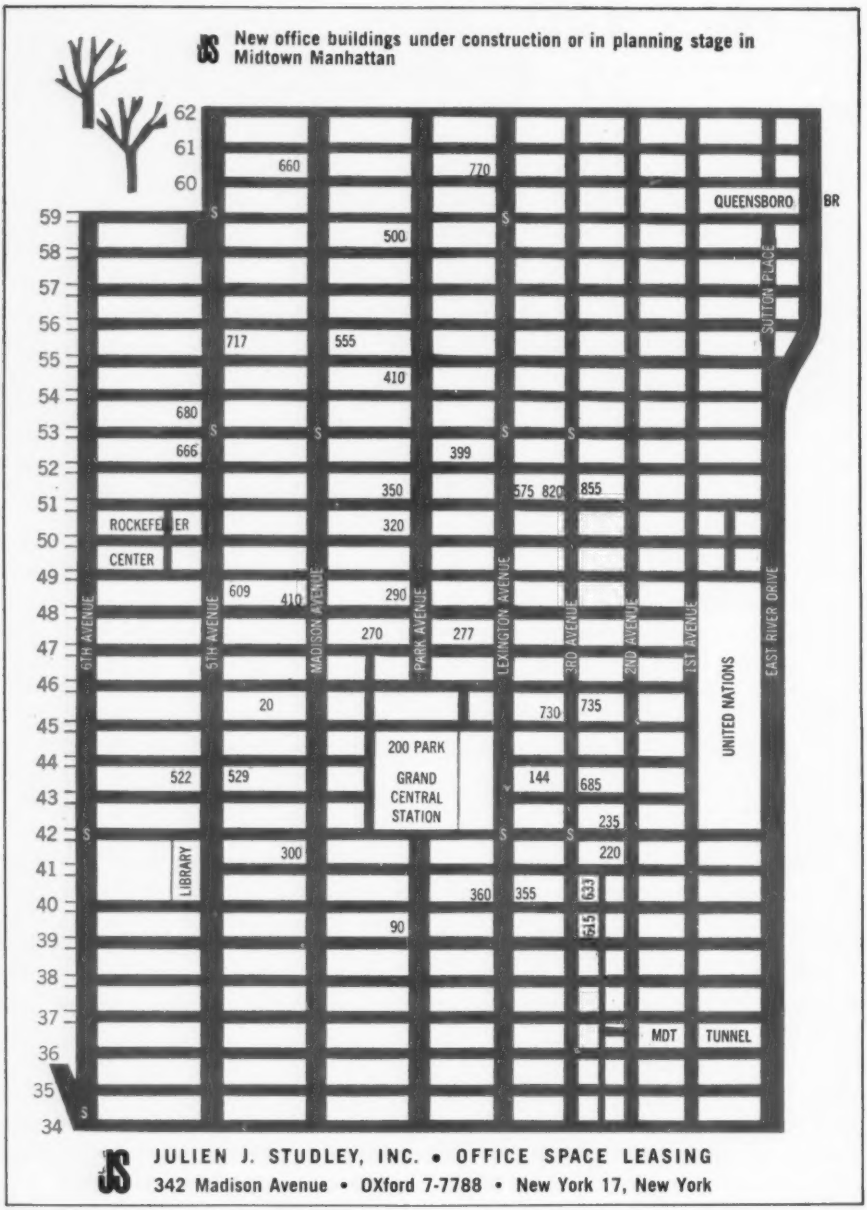
Make an officer of the company responsible for the project. His job should encompass the entire search for, and selection of, available space. All specifications and other relevant data should be referred to him. In the case of a large concern, there also should be an executive-in-charge who is on a higher level, appointed to guide in the final decision. Either or both of these executives should then decide on the next step, the selection of an office leasing broker.

The broker's specialized experience is available to a prospective tenant at no cost whatsoever. He acts as a commission agent, obtaining his fee from the landlord if and when space is leased. In this respect the broker operates much as an advertising or travel agency. Selection of a broker should be based on a thorough examination of his qualifications to determine if he is able to devote the necessary time and facilities to your particular problem.

The broker can assist you in (1) determining the amount of space required, (2) surveying and analyzing available space, (3) selecting suitable space, (4) unveiling hidden costs, and (5) negotiating the lease.

It is advisable to engage only one broker. If a company contacts a number of brokers to find space, each one comes in with his findings. The first proposes building A and building B. The second, building B, too, only to be informed that the first broker already made this proposal. The second broker, to protect his commission, then suggests building C, putting his entire sales effort behind it. If you select B, the first broker gets his fee from the landlord and the second broker gets nothing. This situation is compounded with the addition of more brokers. Each one selects the building that is recognized as his find and opposes all others.

On the other hand, if you have only one broker, he can evaluate all possible



A sample of literature prepared by the author for his clients.

Page from a directory of available space compiled for prospective tenants.

new office buildings / new york city

ADDRESS:	522 Fifth Avenue
NAME:	
LOCATION:	Southwest corner of 44th Street
SIZE:	23-story
POSSESSION:	May, 1961
AREA:	450,000 square feet
FOR RENT:	FLOOR / RENTABLE AREA / % LOSS
	2-11 / 24,000' each / Approximately
	12-15 / 17,500' e) / 6% - 10%
	16-19 / 12,000' e)
	20-23 / 8,200' e)
RENTAL & TERMS:	$5.10 - $6.00. 10 year leases minimum
IMPROVEMENTS & SERVICES:	Air conditioning, extra high ceilings on lower floors, plus all improvements and services usual in good new buildings.
OTHER TENANTS:	Guaranty Trust Company
RENTED:	15%
TRANSPORTATION:	2 blocks from Grand Central Station and IRT and IND subways.
OWNER:	Guaranty Trust Company
ARCHITECT:	Eggers and Higgins
RECOMMENDATION:	Ideal for major user of space needing above 50,000' and wanting 5th Avenue building named after its company. Excellent moderately-priced prestige office space for tenants from 8,000 to 50,000 square feet. (101)

sites and select the one best suited to your needs. The broker need not be concerned about his fee and can concentrate on the job at hand. Since this fee is based upon a standard and published rate schedule, he usually will not be prejudiced in favor of any one landlord or building.

The fee itself is substantial enough to enable the broker to devote considerable time and energy to a thorough search, evaluation and presentation of *all* suitable locations. Management need not worry about a broker's access to available space as *all* major city office space is open to every office leasing specialist.

When a broker has been engaged it is best to familiarize him with (1) your company's current space consumption; (2) some information about your present and future plans; and (3) your budgetary and prestige requirements.

The next step is the actual selection of space by the company executive in charge. Some of the questions that should be answered before signing a lease are:

What is the total rent for space to be used?

What is the rent per sq. ft.?

What method is used to measure the available space?

(Continued on page 267)

International Systems Meeting in Toronto October 12-14

David D. Merriman
SPAA President

WORK MEASUREMENT, operations research, organization planning, data processing methods, punched card processing, and clerical quality control are some of the subjects to be covered by seminars at the 12th International Systems Meeting, Oct. 12-14, at the Royal York Hotel, Toronto, Canada. The meeting is expected to attract over 1200 members and guests of the Systems & Procedures Assn. of America. General chairman is George K. MacDonell, systems supervisor for the Bank of Nova Scotia, and supporting committees are composed of 75 members of the Toronto and Hamilton SPA chapters.

According to Mr. MacDonell, this meeting will present the most comprehensive program and displays ever brought together in Canada for systems specialists from large and small business. The general program will be divided into three study areas: Systems Panorama, Seminars and Systems Futurama.

Systems Panorama, brought back by popular demand, will consists of an introduction to the systems function, forms design and control, work simplification, procedure charting and analysis, manuals' scope and open discussion. This presentation is of particular value, not only to those looking for a refresher course in basic systems fundamentals, but to the business managers and others who have had no previous experience with systems management operations.

Systems Futurama is designed as a look into the future of electronic data processing based on the experiences of organizations recognized as pioneers and leaders in the field. These factual accounts of progress will interest those who have had long experience in electronics, as well as those standing at the threshold.

Program chairman for the three-day

The 1959 International Systems Meeting's executive committeemen: standing, l. to r., J. T. Barker, Steel Co. of Canada; Desmond B. Morin, DeLoitte, Plender, Haskins & Sells; J. M. Otterbein, North American Life Assurance Co.; seated, G. Finley Davis, Price, Waterhouse & Co.; E. Garside, N. Slater Co.; George K. MacDonell, Bank of Nova Scotia, and Dr. Harvey S. Gellman.

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For More Information Circle No. 307

conference is W. A. Johnstone, Lever Brothers, Ltd., and heading the outstanding list of speakers will be the Hon. Lester B. Pearson, 1959 Nobel Peace Prize winner. Two keynote speakers will be Eric Moonman, management adviser to more than 2000 leading British firms, and the Rev. Norman Rawson, Pastor of St. James United Church, Montreal.

Rounding out the meeting's roster are several other distinguished speakers. Leslie H. Matthies, Ross-Martin Co., Tulsa, Okla., will lead off the Systems Panorama sessions assisted by Joel C. Culley, Service Pipeline Co., Tulsa, Okla., and Ray J. Marien, Olin-Mathieson Chemical Corp., New York. Work simplification will be covered by F. A. Galbraith, Ontario Hydro-Electric System, Toronto, and William Nickell, B. F. Goodrich Co., Ltd., Kitchner, Ont. Procedure charting and analysis will feature L. H. Souder Jr., Radio Corp. of America, Camden, N.J., while records management will be tackled by John P. Dethman, Ford Motor Co., Dearborn, Mich. Karl Schricker, Dow Chemical Co., Midland, Mich., and Dr. Joseph D. Cooper, Emerson Phonograph Corp., Silver Spring, Md., will round out these sessions with talks on procedure manuals scope and administration.

Dr. Lillian Gilbreth, renowned for her role in helping businessmen apply scientific management principles to industry, will receive the 1959 International Systems Award which will consist of a commemorative plaque and a $1000 honorarium sponsored by SPA. Dr. Gilbreth is the widow of Frank B. Gilbreth, originator of time and motion study. According to David D. Merriman, SPA president, she was chosen "in recognition of a lifetime of leadership and accomplishment in fields which contribute so fundamentally to the science on which systems work is based."

For full information on the meeting, contact Dar E. Tisdale, Systems & Procedures Assn. of America, 4463 Penobscot Bldg., Detroit 26, or W. D. Clarke, Box 246, Adelaide Station, Toronto, Ont., Canada.

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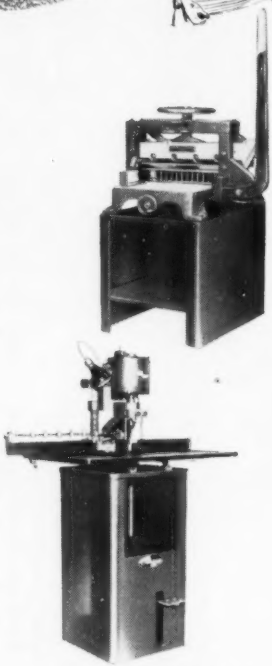

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For More Information Circle No. 306

Will You Help Sponsor Some Standards for Offices?

An appeal by A. R. HUTCHINSON
Chairman, ASA Sectional Committee X2 on Office Standards;
Assistant Superintendent, Office Standards,
Western Electric Co., New York

WITH THE GROWTH in scientific office management techniques, including a wide use of computers and other automatic machines, the need for national standardization of office procedures and equipment has grown in geometric proportion. To cope with this need, the American Standards Assn. Sectional Committee X2 on Office Standards earlier this year voted to reorganize itself into five separate committees: 1. office furniture; 2. paper; 3. forms, records and procedures; 4. consumable office supplies; 5. machines.

The original X2 committee, formerly sponsored by the National Office Management Assn., was responsible for 12 American Standards in its field, ranging

from "American Standard Dimensions for Desks and Tables for General Office Use" to "American Standard Operating Voltage Range of Office Dictating Machines." In addition, NOMA established 11 standards drawn up by task forces set up within its chapters, for trial of a year or more as NOMA standards. These would then be revised in light of office managers' experience in using them, and submitted to ASA for approval as American Standards. These, and related standards drawn up by other ASA committees such as those for microfilm, have been of great benefit to office management.

Standards have a way of being taken for granted; they are missed when they are not around, but not noticed when they are there. It might be in order, therefore, to mention a few of the benefit of standards for office managers:

1. Lower costs through standardized office equipment. Standardized equipment costs less to maintain because standard parts are interchangeable.

2. Lower costs through standard procedures: training time reduced for new employees, time saved through routine procedures, greater efficiency through standard paperwork analysis techniques.

3. Lower costs through reduced hazards. National safety standards reduce accidents in offices as well as in plants.

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For More Information Circle No. 265

gible benefit, but there are plenty of statistics to prove that a pleasant office reduces turnover. American Standards for lighting and acoustical control insure pleasant working conditions.

The standard on office desks and tables, mentioned above, reduced the number of desk and table sizes an office manager had to consider from 101 to 48. By increasing production runs, decreasing inventory and storage problems, manufacturers have been able to keep costs down. Dealers do not have to keep as large a stock, reducing their overhead.

A standard that has been needed for years is one establishing a uniform size for typewriter frames, and uniform placement of feet. Since standards are constantly subject to revision, such a standard would not limit typewriter design. At the same time, the constant frustration of adjusting typewriter wells to each type of machine, and each new model, would be eliminated.

Standards in the field of computers and data processing machines become more important as more manufacturers enter the market, and as old-timers introduce new equipment. Computer-controlled bookkeeping systems have revolutionized many offices—and almost disrupted others through lack of standard procedures and methods. A computer could be the ideal file clerk—rapid, accurate, never tiring, never forgetting, never failing to deliver upon command every pertinent item that was ever filed, and never delivering a single item that is not pertinent. But before the full value of computers can be realized, national standards must be established for coding and indexing systems, for instance. Interchangeability of methods and materials could reach the point already attained through American Standards applicable to microfilm methods and materials, including microfilm readers. Then office automation could make giant strides.

Office standards, then, are important. There are several American Standards in the field, and several more projects are pending. But before the five new committees can tackle these projects efficently, they must have the backing of the people who will benefit from the standards. More than moral support is needed. Industry and trade associations must be willing to supply qualified personnel to take part in committee work, and provide the administrative support to make that work flow smoothly.

It may sound melodramatic, but it's quite true: office standardization is at the crossroads. New equipment and techniques for the office should be standardized early in their development; the longer standardization is put off, the more nonstandard equipment there will be to be scrapped; or to linger on, inefficient and obsolete. The American Standards Assn. cannot write standards. The impetus and support must come from the people who will benefit.

ASA provides the procedures, the rules, the judicial and administrative services for the approval of American Standards. Usually, the actual work of formulating the standards is performed by sectional committees composed of experts representing the various national groups interested in the standard. ASA approves a standard as an American Standard only if it is accepted by a

(Continued on page 165)

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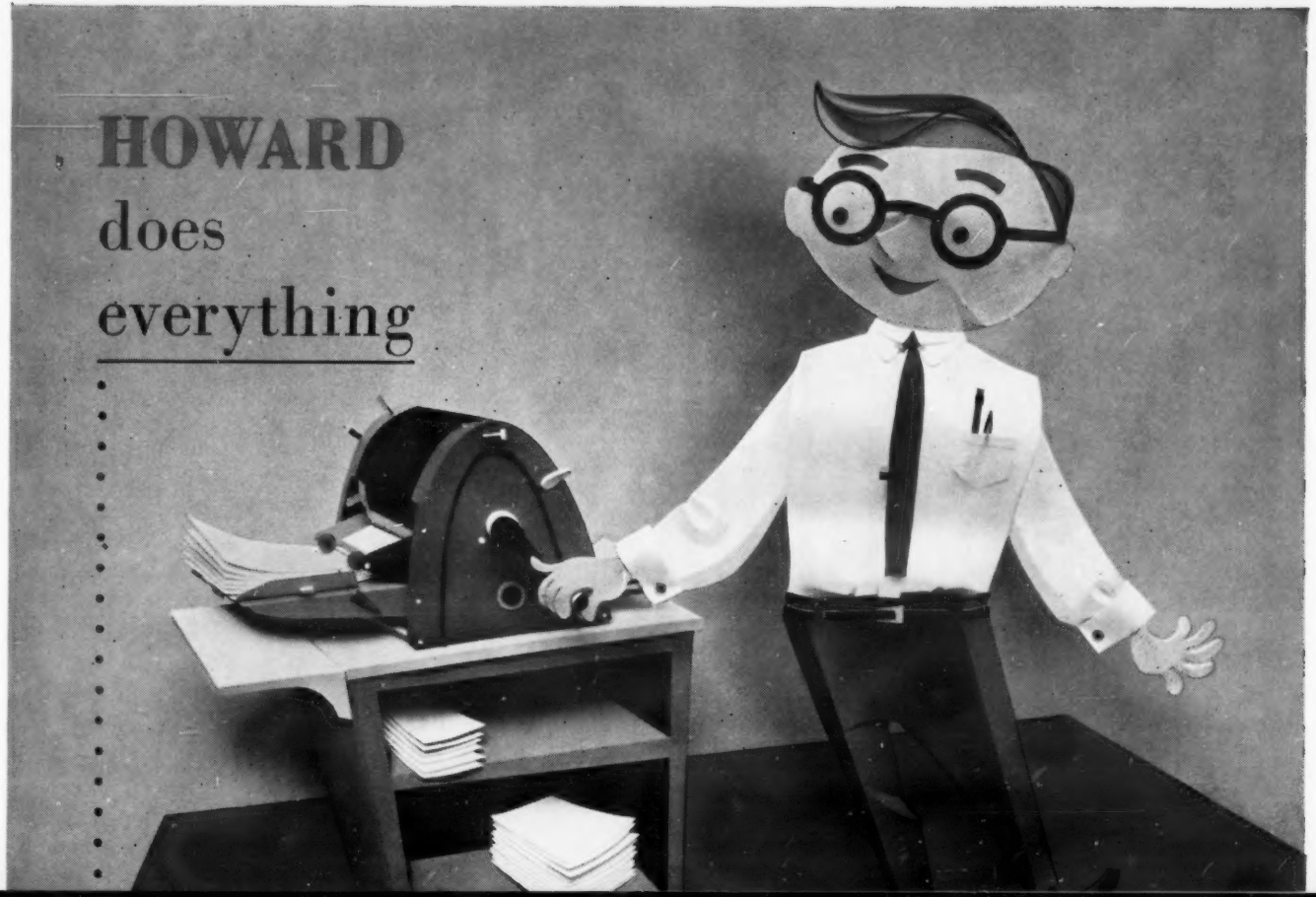
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For More Information Circle No. 266

How to Be Treasurer Of a Small, Non-Profit Club or Organization

WALLACE M. CARRITHERS, Assistant Controller,

A. B. Dick Co., Chicago

THIS IS ONLY for *some* treasurers: those who are treasurers of a club, church, class or association classified as *not-for-profit* and not subject to income taxes. Generally such treasurers are not bookkeepers or accountants. Some of us have had the right training and experience, but many of us have trouble reconciling our bank accounts.

This job of treasurer doesn't require the ability to keep a set of books in the business-for-profit sense. You can usually get help and the chances are, unless you're the organization's first treasurer, the set-up has been proved through past use. On the other hand, don't buy the set-up unless: (1) it's adequate; or (2) it's prescribed by the by-laws. Most record keeping systems need refurbishing after five years. Usually when changes are needed it's a good idea to make a plan and check it with an expert or your fellow officers.

Let's talk about the basic system and assume we're starting from scratch. Also assume that you know what is

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Many thousand typing students throughout the country will be competing for the title of United States school Champion. There will be local, regional and divisional tournaments. Emphasis will be placed on accuracy (or perfect) copy and speed which is a normal and sound approach to good business practice, Facit feels.

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For More Information Circle No. 317

CASH RECORD - February 1959 Pg. 2

Date	Description	DISBURSE-MENTS	RECEIPTS	BALANCE
2-1	Opening balance	-	-	$ (500)
28	Checks written	50 25	-	(550 25)
28	Deposits made	-	75 00	19 75
28	Closing balance	-	-	19 75

Fig. 1. Cash Record.

expected of you in the way of duties and reports: you know *what* you want to accomplish but not *how* to do it. To begin, your principal job will be to account properly for the cash funds of your organization. Therefore, any record system should provide for accurate recording of the following information:

BEGINNING BALANCE (Deficit*)	$ 5.00*
Add RECEIPTS	75.00
Subtract DISBURSEMENTS	50.25
CLOSING BALANCE	19.75

* Spending more than is available results in a deficit (negative balance) usually written in red, or enclosed in parentheses ( ) or with an asterisk * following the figure as here.

For the record keeping described in principle above, use columnarization as a technique to accommodate many details with minimum work and to classify the three elements: balances, receipts and disbursements. Set up columns something like the cash record in Fig. 1.

The reason for this columnarization is that there are periodic totals you will need, and some complications in providing enough detailed information to guide the financial affairs of your organization. First, let's list the complications:

1. There will be quite a number of items (entries) to be made in detail columns each period; usually a month, sometimes a quarter-year.

2. You will need both check number (or other reference) and description for each disbursement; and you may wish to enter detail of the receipts which make up each deposit. Some records provide a separate (memo) column for deposit totals.

3. Most complicating, you may have several different accounts (or groups of accounts) that must be kept separate. To make this confusing, such groups are often called "funds" and then this is "fund accounting."

In Fig. 2 we try to show you just what happens to your cash journal when these complications are introduced.

It is a big help if you use stock record (journals) forms with standard ruling, either loose leaf or in bound books. Some or all the headings are put in for you if you want to pay

Date	Description	Check or Ref. No.	CURRENT ACC'T (FUND) DISBURSEMENTS	RECEIPTS	BANK DEPOSIT (MEMO)	BALANCE	SPECIAL FUND DISBURSEMENTS	RECEIPTS	BANK DEPOSIT (MEMO)	BALANCE
1	Opening	-				$ (500)				$ 10000
2	Dues - F. Brown			5 -						
3	T. Smith			10 -	15 -	1000				
4	Rent, February	Ck 8	15 -							
	Dues - P. White			5 -	5 -	- 0 -				
6	Donation - S. Roth							25 -	25 -	12500
7	Net proceeds candy sale			55 -	55 -	5500				
9	Supplies	Ck. 9	2525			2975				
22	Speaker fee (A.B. Chin)	Ck. 10	10 -			1975				
28	Closing - totals		5025	7500	7500	1975		2500	2500	12500

Fig. 2. Cash Journal

extra. Loose leaf forms are good when you are starting out because you can start over if you've gotten badly off the track. On the other hand, there are never any lost pages if you use a bound book journal. If you make a mistake, don't tear out a pre-numbered page; just neatly rule some lines through the mistakes and go on. This shows you have confidence in your ability to master the record, instead of visa versa.

For making entries use a pen or ball-point (special points are made for fine writing). If you use a regular pen, keep a blotter handy: the advertising kind are good for ruling lines too.

Although the cash record described above is almost always the most important, there are others you will need:

Savings Account Pass Book. Keep excess funds in interest bearing savings accounts.

Check Book and Stubs. You probably have this instead of a savings account, although you may have both. Never write a check without writing out the stub first and completely. This saves checks! Enter your deposits on check stubs, too, if you intend to keep a running record here to check against the balance shown in the cash journal. This really isn't necessary and is a duplication of work.

Cash Journal. We've pretty well taken care of this one, but it does have other names: cash record, cash book, check register. In very simple systems, the check book stubs alone can serve the purpose of this book, particularly if you can get the bank to provide you with a large, three-on-a-page, check book.

File of Deposit Slips which are sup-

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porting documents, essential to checking the bank statement. These can be used in place of detailed entries in the cash journal if adequate source notations are made opposite each item on the deposit slip.

File of Cash Receipts. Whenever you take in currency and coins, give a receipt then and there. Buy these forms from your local stationer in little books of 25 or 50 sets consisting of original, carbon and duplicate. Then no one can properly claim they gave you cash unless they have a receipt or you have a copy in your book.

Bank Statements and Cancelled Checks. Verify or reconcile upon receipt. Banks make mistakes, though rarely. More likely, there will be a bank service charge which represents something the bank has deducted from your balance but which you will still have to enter as a disbursement. Keep for audit purposes, and a couple of years more.

Files of Unpaid and Paid Bills. Always get written evidence with proper approval on it before you pay the smallest bill. Keep the evidence after payment; mark the bill "paid" with date and check number. Buy a standard rubber stamp to make this easier. If you take a cash discount or otherwise pay less than the face amount of the bill, record the net amount of the check. Keep for audit.

Payroll Records. Some treasurers have payrolls; a church or a club, for example. Here is where you will have to seek local expert advice because (1) the laws of states differ with respect to payroll taxes, etc.; (2) some employees may have tax exempt status; others may not; (3) employer's taxes and reports must be done according to law and on time! This is another record your office supply dealer has in ready-to-use form, with instructions.

Not-for-profit organizations may be subject to certain taxes or may be exempt only if certain conditions are met. Two examples would be: (1) owning real property, depending upon whether or not it is income producing; (2) tax on admissions charged the public for certain occasions are usually but not always taxable. In every case, be sure. Consult the local authorities and retain an attorney if difficulties develop.

The records already discussed are those primarily intended to accomplish the original entry of data, and the accumulation of supporting data files. There are two other types of records, both named "ledger," which require brief treatment to round out any study of treasurers' records. Both represent books of secondary or final entry and require a posting operation (transferring information from one record to another).

General Ledger or Funds Ledger. This book, loose-leaf or bound, contains a page for each account you need to collect one type of information. Some common accounts are: cash, accounts (or dues) receivable, expense, accounts (or bills) payable, income, surplus.

There are dozens more accounts one might need, and the same account title may apply to two or more funds as was shown in Fig. 2. Unless you're experienced you may need help in deciding (setting up the chart or list of accounts). A typical account with sev-

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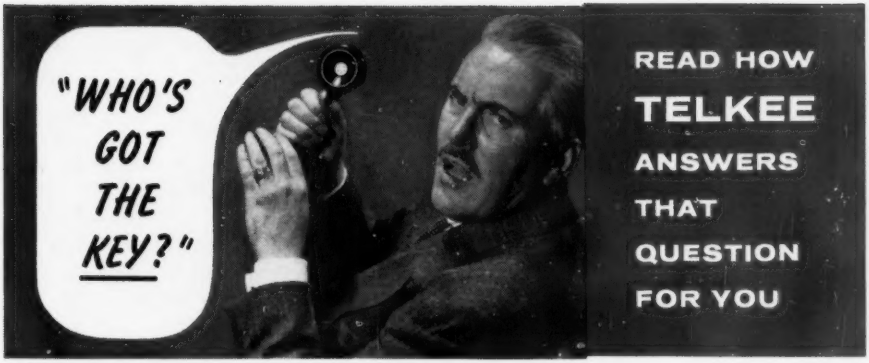

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Ak. #1 - CASH IN BANK - Current Acc't

1959		Ref. No.	Dr.	Cr.	Dr. - (Cr.) Balance
Jan. 1	Bal. brot. fwd	–			1500
31	Receipts	CJ 1	20 -		
31	Disbursements	CJ 1		40 -	(500)
Feb. 28	Receipts	CJ 2	75 -		
28	Disbursements	CJ 2		5025	1975
Mar 2	Bank service charge	Bk.Stmt		75	19 -

Fig. 3. General Ledger.

eral postings might look something like Fig. 3.

Usually only periodic totals of the columns in the journals are transferred (posted) to ledger accounts. This saves work and the detail can be traced to the record of original entry if it is needed. An exception to this exists when a subsidiary ledger is maintained. Perhaps the most common such subledger needed by the treasurer of a non-profit organization is the dues receivable or dues ledger. It may be known by other names such as pledges receivable or members' ledger. For an illustration of this special purpose record see Fig. 4.

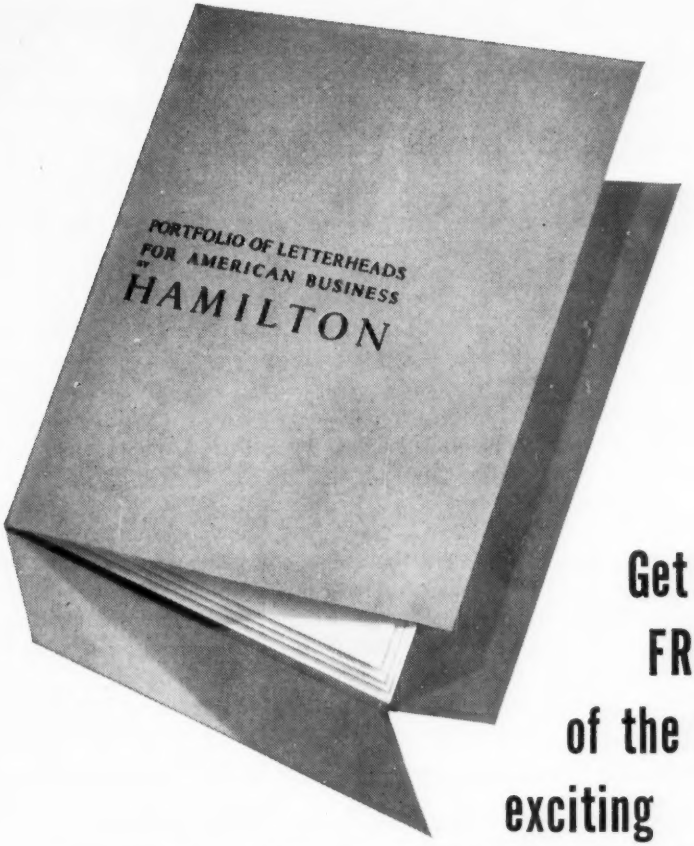
In connection with any ledger, a trial balance is necessary. You may need some coaching by a trained, experienced person. Often that person is in your own ranks!

We've only hit the high spots because most treasurers' requirements don't extend much beyond such essentials. In a majority of cases, these fundamentals plus your own good sense—a quality you possess and which had a lot to do with your being selected as treasurer—will see you through. If things get complicated, see your professional helpers: banker, attorney, accountant, tax authority and stationer. They are in business to help you!

Member - F. Brown (Address)

Date	Period Covered	Ref. No.	Dr.	Cr.	Dr. - (Cr.) Balance
1-15-58	1958	Member List	4 -	4 -	4 -
1-31-58		CJ 1		4 -	– 0 –
1-25-59	1959	Wh/58 Roster	5 -		5 -
2-2-59		CJ 2		5 -	– 0 –

Fig. 4. Dues Receivable Ledger. Accounts kept separately for each member, when combined, comprise a subsidiary ledger.



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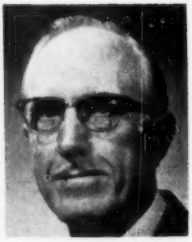
For More Information Circle No. 308

14th Annual NBFA Convention in Atlantic City



Charles C. Tingle
NBFA President

FORMS for use on data processing machines will dominate discussions at the 14th Annual Conference of the National Business Forms Associates, Oct. 4-8, at the Chalfonte-Haddon Hall Hotel, Atlantic City. A highlight of the program will be discussions on forms used with electronic data processing machines. Glen Reiman of the Merchandise National Bank of Chicago will speak on magnetic ink and machine readable characters in conjunction with banks, and tell what this means from the standpoint of paperwork in banks. Arnold E. Keller will talk about forms used on automatic equipment. An afternoon program on computer operations, as related to forms usage, and with slides, charts, etc., will be presented by experts from General Electric Co.

On the less technical side, William Gove, well-known authority on salesmanship, will give an inspirational talk. A special feature of this year's conference will be an exhibition on the Tower Floor, where almost 40 companies will display their latest products.

On Tuesday afternoon, Oct. 6, convention golfers will again vie for a

Exhibitors at the NBFA Convention

Adams Bros. Salesbook Co.
American Register Co.
Baltimore Business Forms Co.
Bedinghaus Business Forms Co.
Beekley Corp.
Bonnar-Vawter, Inc.
Carbonized Paper Co.
Clarkson Press, Inc.
Codo Mfg. Corp.
Colonial Carbon Co.
Colonial Salesbook Corp.
Consolidated Business Systems, Inc.
Continuous Forms, Inc.
Dancyger Mfg. Co.
De Marco Business Forms, Inc
Ennis Business Forms, Inc.
Frye Mfg. Co.
General Multi-Forms Sales, Inc.
Philip Hano Co.
Miami Systems Corp.
National Carbon Coated Paper Co.
National Systems & Forms, Inc.
Newport Business Forms Co.
Perfelope Mfg. Co.
Rogersnap Business Forms Co.
Rotary Business Forms, Inc.
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year's possession of the Tingle Trophy.

The conference will be presided over by NBFA president Charles C. Tingle of Tingle Business Forms Co., Indianapolis. Mr. Tingle became a member shortly before the third annual conference in 1948, and has been an active, hard-working member. He served two years on the association's first board of directors and was chairman of the first two nominating committees. Other officers are John H. Harris, vice president, who heads Harris Business Forms Co. of Moline, Ill., and F. J. Ring, secretary-treasurer at NBFA offices in Fort Lauderdale, Fla.

The annual manufacturers' cocktail party, with floorshow, music and dancing, will be held Monday evening, Oct. 5. The conference will close with a banquet Wednesday night, Oct. 7, at which the Biehle Plaque will be awarded to a member for distinguished service to NBFA. William W. Ferguson of Buffalo Business Forms, Inc., will be master of ceremonies at the banquet.

NEW BOOKS

(Continued from page 43)

WRITING BUSINESS LETTERS by J. H. Menning & C. W. Wilkinson. Richard D. Irwin, Inc., Homewood, Ill., 613 pp., $8.10.

First published in 1955, this second edition retains the spirit, plan, style and teaching aids of the first. Main changes include new and revised problems; an additional chapter on good-will letters; wider coverage, fuller explanation and illustrations of good language usage; improvement of basic legal aspects of letter-writing, explanations and illustrative letters.

PRIMER OF LAMPS AND LIGHTING by Willard Allphin. Chilton Book Div., 56th & Chestnut Sts., Philadelphia 39, 241 pp., $10.

Gives the reader enough basic information and material on lighting to enable him to deal with lamps and lighting layouts. In down to earth style, the author makes lighting understandable. Pertinent questions are answered in helpful terminology. A slide rule in the cover makes the mathematics of the Lumen formula easy to apply.

HOW TO INCREASE YOUR CREATIVE OUTPUT. Industrial Relations News, 230 West 41st St., New York 36, 22 pp., $1.50.

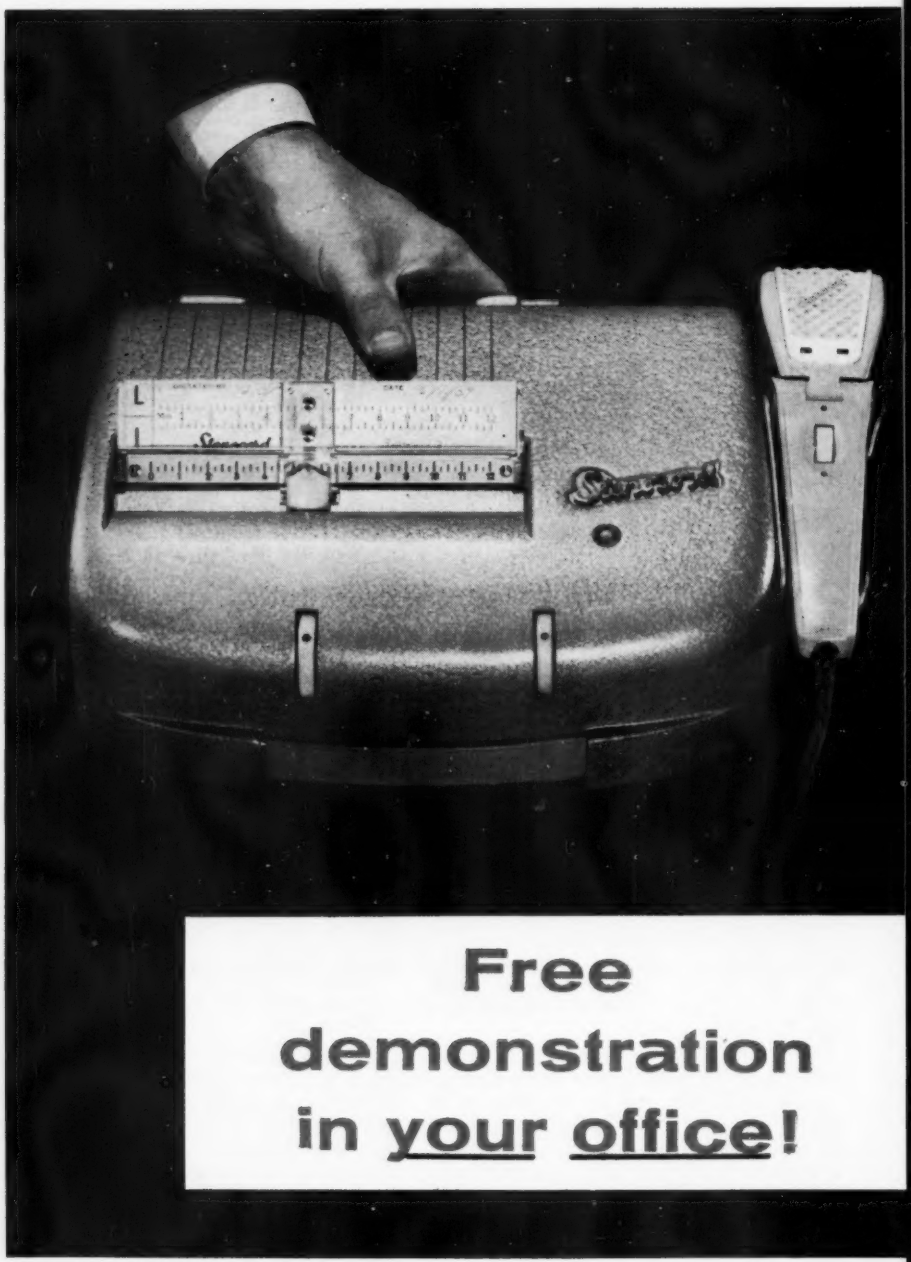
Designed to help companies raise the level of creativity of their technical personnel. two-page flowchart explains the 12 essential steps in the creative process.

THE ASSESSMENT OF LEASED EQUIPMENT. National Assn. of Assessing Officers, 1313 E. 60th St., Chicago 37, 58 pp.

This report, the result of long research by the Committee on Leased Equipment, represents a comprehensive attempt to compile and analyze all current data bearing on leased equipment discovery and valuation. An understandable, practical tool for all who lease equipment.

PRODUCTIVE BUSINESS WRITING by William P. Boyd & Raymond V. Lesikar. Prentice-Hall, Inc., Englewood Cliffs, N. J., 530 pp., $6.

The authors first lay the groundwork of letter mechanics, psychology, and writing principles, then proceed to apply this to each of the major types of letter situations encountered in everyday business. For each basic letter type, they build up to a case problem, an analysis of the problem, an illustrative letter solution, and a grading check-list.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Address_____ Phone_____

City_____ Zone____ State_____

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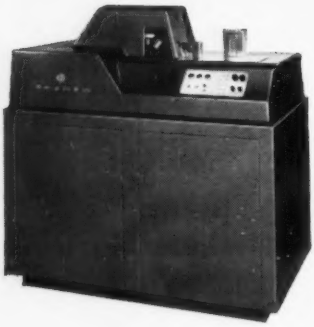

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AUTOMATIC SYSTEMS

Current trends in office automation including data processing.

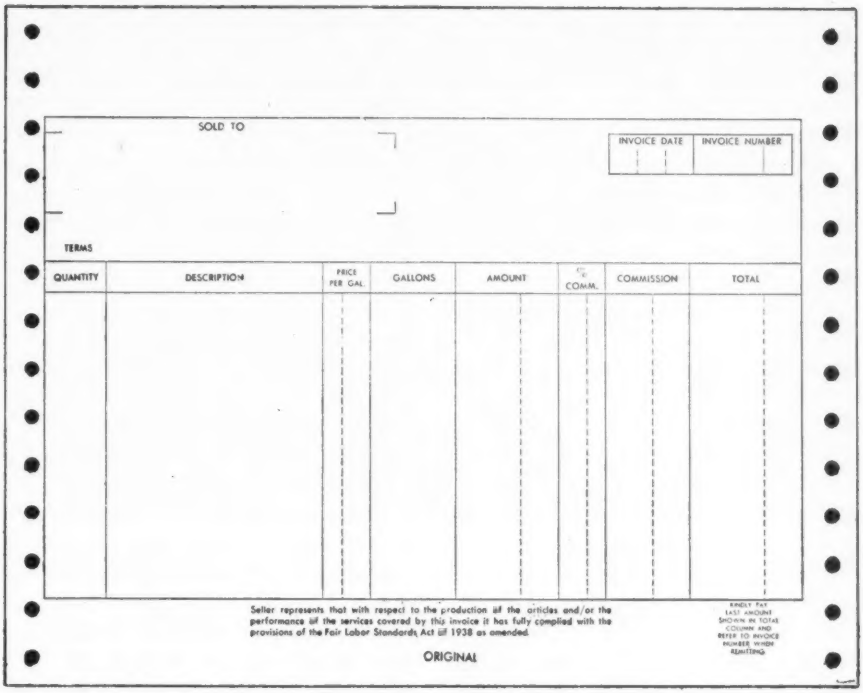
There's No Mystery to Designing Forms for Automatic Systems

RAY MARIEN, Forms & Procedures Manager,
Olin Mathieson Chemical Corp., New York

A GROWING MYTH that needs to be corrected, before it is accepted as a truism, is the canard that forms design for automatic data processing belongs in a class by itself. Some data processing men would have you believe that only a handful of experts are capable of handling such lofty chores. How has this come about? Simply because management has invested huge sums of money in equipment, and further large amounts in high salaries for men to push the right button at the right time. Of course, the machines are infallible within their limitations, assuming they are in top working condition, *provided* they are fed the correct data to begin with. We recall an instance during the 1948 presidential election, when one electronic brain digested the incoming returns and gave out the news that Dewey was in by a landslide. That blooper might have been caused by the machine being fed "hopeful" statistics by operators who belonged to the losing side!

No one can fault management for wishing to protect its investment in men and equipment, yet they should realize that some money can be saved by utilizing the services of their forms control departments to design IDP forms. A progressive forms man keeps up not only with the latest in design techniques, but with the newest equipment.

His purpose is not quite the same as the systems man's. He is not so much concerned with what a given piece of equipment can do—but with what it *needs* to do the job and what its mechanical limitations are. In other words, the forms man and the systems man both attack the problem of IDP for their company, but they do so in a flanking operation, going at it from



SOLD TO

INVOICE DATE	INVOICE NUMBER

TERMS

QUANTITY	DESCRIPTION	PRICE PER GAL.	GALLONS	AMOUNT	% COMM.	COMMISSION	TOTAL

Seller represents that with respect to the production of the articles and/or the performance of the services covered by this invoice it has fully complied with the provisions of the Fair Labor Standards Act of 1938 as amended.

KINDLY PAY LAST AMOUNT SHOWN IN TOTAL COLUMN AND REFER TO INVOICE NUMBER WHEN REMITTING.

ORIGINAL

Because a form is used in an automatic system, it need not necessarily be complicated. This invoice form is relatively simple.

both sides.

Take an example. The company wishes to install an order processing system based on Teletype plus Flexowriter or Computyper equipment utilizing 5-channel tape. This basic system is in wide use today and represents IDP at its most easily understood level (assuming we are discussing IDP in the accepted meaning of integrated data processing through the medium of a common language tape.)

All right then, what approach should the forms man take? First, he reads up on other applications similar to the one his company is planning, to get an overall picture of the operation. Then he goes over it carefully with the systems people. Together, they meet with representatives of the companies that make the equipment. With the basic ideas firmly established, leaving only the "hows" to be worked out, the forms man launches his "flanking" movement. He visits the manufacturer and possibly a few similar systems installations to watch the machines in action.

Next, he minutely explores every mechanical facet of the equipment pertaining to the processing of the forms. He finds out and tests the length of the writing lines, column spacing, spacing between lines, area of ejection, whether or not the carriage can be

rolled back, and so on, making a detailed list of his findings and going over them with the equipment maker. In some cases, these measurements and other information regarding design are readily available from the maker, but not always. We remember an instance where we were given *wrong* information which could have resulted in thousands of dollars worth of scrap forms and quite a hassle, had it not been corrected in time. So, ferret out the information yourself and *test it yourself* on the equipment. This is absolutely essential. There is no margin for error. The equipment your company rents is costly and to have it stand idle because your forms do not work properly, and have to be done over, is tantamount to losing sales equal to ten or 20 times the money your mistake has cost them.

There you have the crux of the problem—the dry run. One method you can use, in the case of continuous forms, is to have continuous "singles" made up. These can be had in less than a month from some forms manufacturers and serve a dual purpose. First, they can be used to test the accuracy of design and to find flaws in the sequence of information under actual operating conditions. Second, they are an excellent medium for training machine operators.

Another, quicker method is to run off a number of offset copies of your scale drawings and cement them carefully to continuous "blanks". This has to be done very accurately and is only useful for testing the form line-up. But for that purpose it provides a simple, fast means of simulating a continuous, marginally punched form.

Remember that a good forms man not only tests the accuracy of his design but, as he is entrusted with the writing of the specifications for the forms, he must also be responsible for the paper stock and carbons. Here again, his technique is the dry run. Either the winning bidder, or the various printers quoting on the job, should submit continuous, carbon-interleaved dummies for testing, well in advance. Every piece of data processing equipment has a specific limit to the number of parts a form can have. Also, the impressions may vary due to platen hardness or keystroke. Obviously if you want to run an eight or nine-part forms set on one piece of equipment, or a 12 or 13-part set on another, when their standard limits are one or two ply less, you are going to have to do considerable testing to come up with the right combination of paper and carbon. Fortunately, today, forms men can specify multiple part forms with as many as 25% *more* parts than heretofore, due to supercalendered forms paper and extra tough, superlightweight kraft tissue for carbonizing. However, they have to be tested to meet your requirements. Needless to add, the testing job should be supervised carefully by the forms man.

The main point to remember in designing forms for IDP is that there is no mystery about it, only a certain amount of mechanical limitations to the equipment. Once you master those and dry-run your trial forms and carbon dummies, you are practically assured of successful forms for your company's automatic data processing systems.

New Teletype equipment at Merrill Lynch cuts transaction time 30%.

In a business where seconds count, new Teletype Model 28 communication equipment is helping the brokerage house of Merrill Lynch, Pierce, Fenner & Smith, Inc. speed-up "buy" and "sell" transactions by a full minute. Not only does the system get the customer's order to the floor of the Exchange faster, but it also provides needed additional communication capacity for Merrill Lynch offices in six cities. Where previously 80,000 words were transmitted daily, now 108,000 are handled by the new system.

Faster Equipment. To provide this increase in speed and capacity, each office on the network has new Teletype Model 28 equipment—which operates at 100 words per minute, is highly automated, and includes tape punching and reading facilities.

Built-in Controls. Jim Price, wire chief at Merrill Lynch, says, "This new Teletype equipment is outstanding. It has increased our transaction handling capacity some 30%. We're particularly pleased with its dependability and compactness. Everything needed is built right into the units."

Communications, Data Processing, Automation. Why not investigate the time and money saving advantages of Teletype Model 28 equipment for your business? Along with its many advanced features, this new Line is designed on a "building-block" principle, with interchangeable components and provisions for added features. Thus, Model 28 equipment can be readily customized—whether your requirements involve message transmission within or between plants . . . or the more specialized communication and control needs of data processing and automation systems.

Further Information may be had from your local telephone or telegraph company—or write for descriptive literature to Teletype Corporation, Dept. 32K, 4100 Fullerton Ave., Chicago 39, Ill.

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For More Information Circle No. 277

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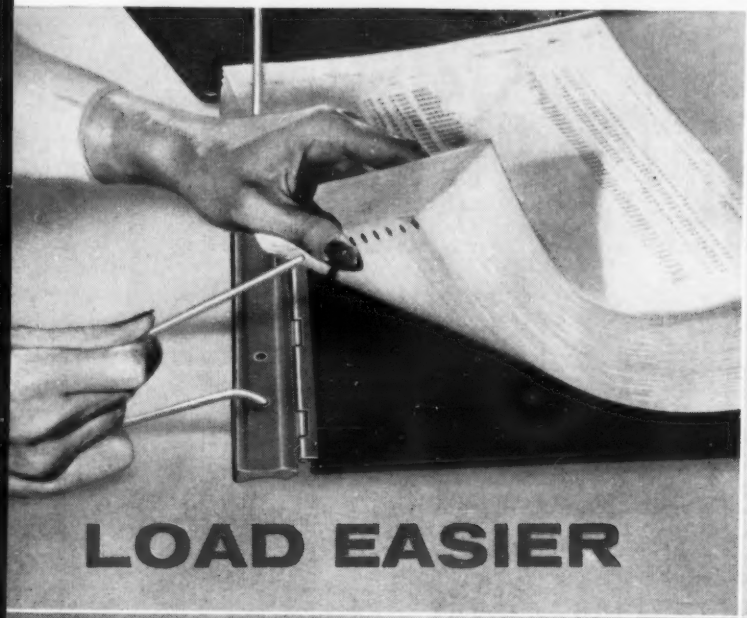

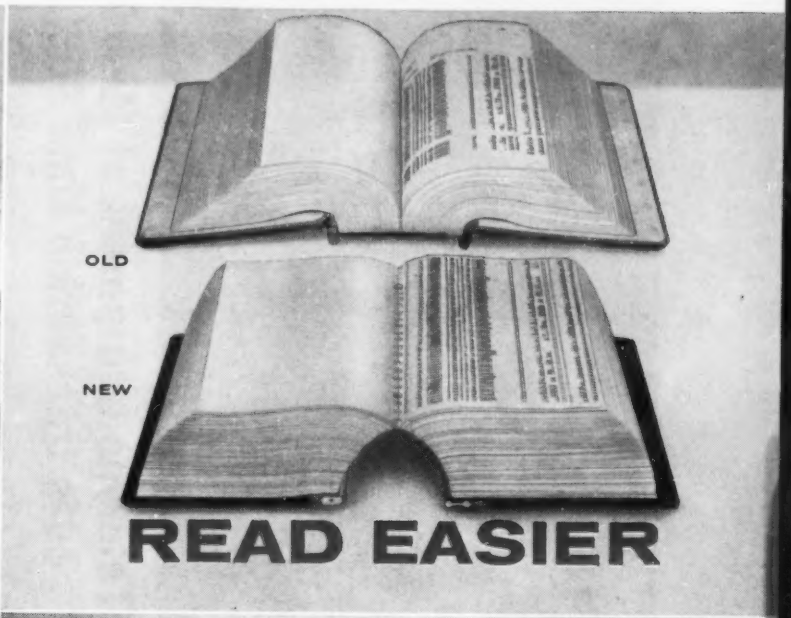

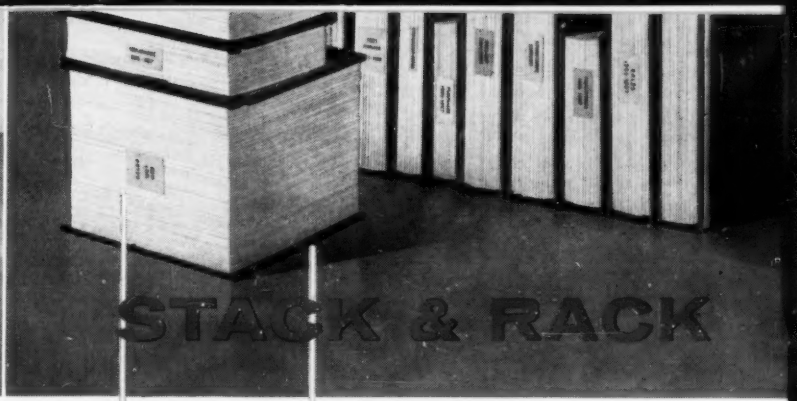

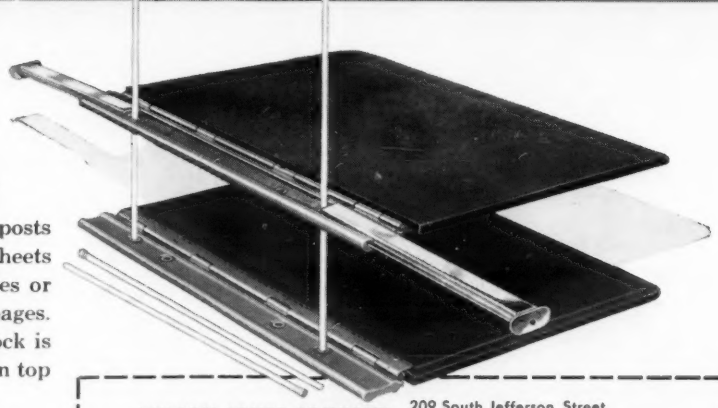

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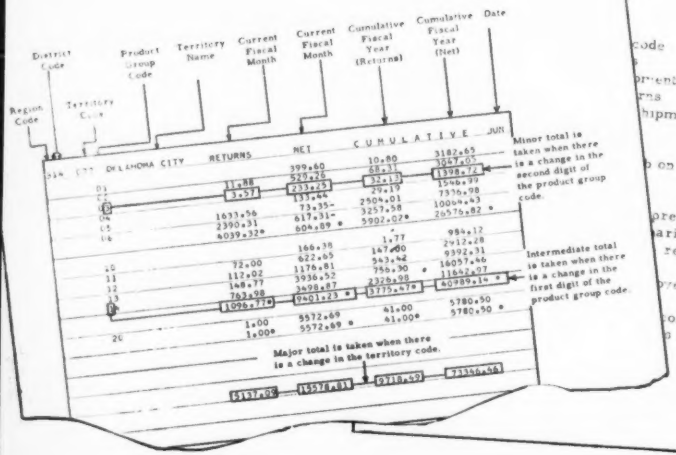
2- Territory summary cards are used to carry forward the shipment and return figures for prior months

3- Territory header cards are used to identify the statistical and summary cards for each territory

4- District header cards are used to identify the territory summary cards

TERRITORY SALES ANALYSIS
GIRDLE-BRA and FAMILY PRODUCTS
Section 2 - Format Illustration



RRITORY SALES ANALYSIS REPORT

DLE-BRA and FAMILY PRODUCTS

Section 4 - Procedure

cards after ompletion of the Trading Area report.

is as follows:

roup code (columns 30, 29)
code (columns 27, 26, 25)

nmaries with statistical cards. Collate on
territory (columns 25, 26, 27, 29, 30).

ders with territory summaries and statistical
ritory code (columns 25, 26, 27).

t.

ritory summaries. Summarize as follows:

code

prients
rns
hipments

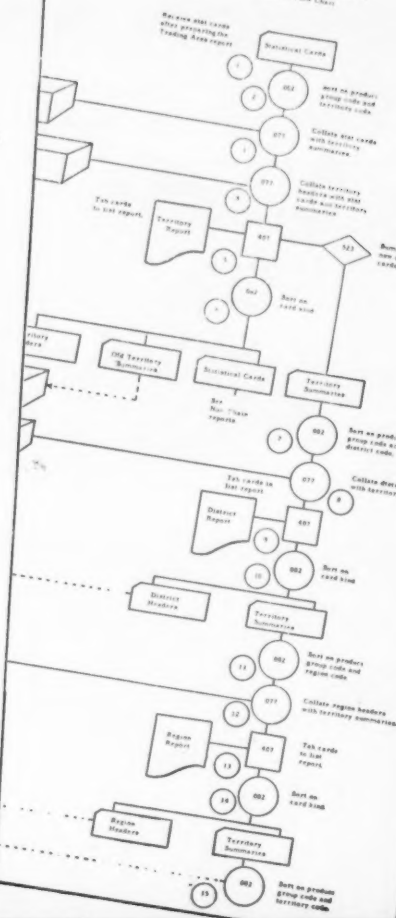
on card kind (column 80) into following

prepare Non-Chain reports
aries - store in warehouse
return to territory header file

ved from the summary punch as follows:

olumns 30, 29)
p 11, 10)

TERRITORY SALES ANALYSIS
GIRDLE-BRA and FAMILY PRODUCTS
Section 5 - Flow Chart



REGISTERS Of Reports Are Machine Department's MEMORY

LIONEL E. GRIFFITH
and
FRANK J. TRAYNOR
International Latex Corp.,
Dover, Dela.

THE MANAGEMENT of any business must rely upon memory of two kinds: that which is a matter of record, such as written procedures, job descriptions, flow charts, reports, punched cards, magnetic tapes, etc.; and the personal memory of each employee, be he executive, supervisor, or clerk. In a broad sense, these two kinds of memory serve as management's only link with the company's past and are management's sole possibility of using the company's experience. The joint memory system should help prevent yesterday's blunders from being repeated.

Both types of memory are needed but too much reliance on personal memory is risky. As changes take place, it becomes impossible for any one person within a department to remember the details of the total department's activity. A responsible executive will not depend on key information being stored in personal memories, ready for recall at a moment's notice. He will see that the information is made a matter of record.

The machine data processing department of a medium-sized company will be used to illustrate this point. Each month, this department produces over 160 reports. Each report involves fairly complex procedures and operations. Nothing short of a "miracle memory" could retain even a bare minimum of information on the procedures, schedules, machine times, and control panels involved in the production of the reports.

Recognizing this, the department supervisor decided that central intelligence of the department as a whole was needed. The intelligence necessarily had to cover the basic unit of departmental activity. A report was selected as the basic work unit. The first step was to identify all reports being produced for each major area of the company (sales, production, accounting, etc.). Reports for each area were listed, showing the specific department receiving the reports and a brief statement of the pur-

Some pages from different sections of a report register showing, l. to r., the punched cards used to create the report, its format, machine operating instructions and flow chart of the machine procedure.

pose of each report. Detailed write-ups of each report were then prepared following a standard pattern. Each section of the write-up covers certain essential details about the report, as outlined below:

SECTION 1. The report's name, reference number, frequency with which it is prepared, and a fairly detailed explanation of its purpose. This section also shows who receives copies of the report, and how each area uses the information in the report.

SECTION 2. Format of the report. Codes used in the report are explained through footnotes, as are all minor, intermediate, and major totals.

SECTION 3. The punched cards used to create the report. Information on the card design as well as the card fields and columns used. Also information on cards created during the production of the report and the final disposition of all cards connected with the report.

SECTION 4. The basic data for the key-punch unit, the control section, and the machine section. Copies of all source documents are included to assist the key-punch supervisor to give instructions on breakdowns of the columns to be punched. Instructions for the control section and the machine section are brief and cover control steps, machines used, control panels involved, card volume, running time required, etc.

SECTION 5. A fully detailed flow chart covering machine procedure, starting with the receipt of the source documents and running through the distribution of the finished report.

As sections for each register are completed, they are reproduced and incorporated into bound report registers for each major area. Sufficient copies are made up to allow for adequate distribution. The registers are used in a number of ways:

1. When used by the management of the department, the registers provide an adequate "thumbnail" sketch for the control of day-to-day operations.

2. The registers give machine operators a complete and well-rounded idea of what they are required to do. Absenteeism by operators will not affect the department to as great a degree since the total series of papers allow information to be imparted readily to a substitute operator.

3. The register, broken down by work shift, is one of the key "intelligence" documents for the shift supervisor. In his copy he adds pages of special information. For example: one of his extra pages lists the names of persons trained on the particular report. The supervisor also uses the register in training.

4. The registers become the basis of continuing work simplification projects to reduce each job to minimal size.

5. Circularized to other departments, the registers provide a common starting point for all discussions relating to changes in a report or for the possible discontinuation of the report. In this sense, the registers create a common language and knowledge between the departments served and the machine processing units.

6. The registers in the systems and procedures department become a focal point for report examination and control. Similar registers from other areas of the company, relating to reports not

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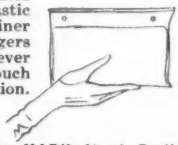

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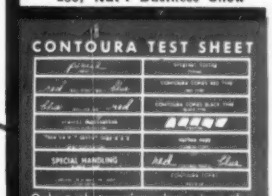

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For More Information Circle No. 369

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Data on magetic tape is as vulnerable to destruction by fire as are paper records unless protected in insulated housings.

covered in the machine data processing register, allow the systems and procedures department to carry out a detailed study of reports on a company-wide basis.

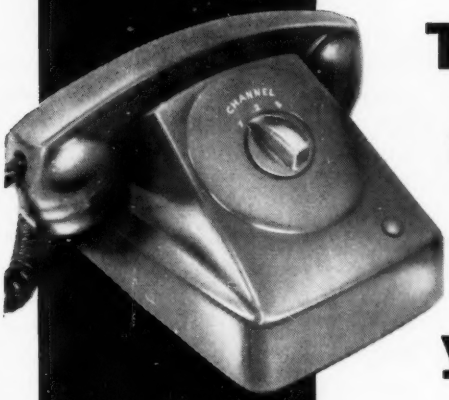
7. The registers allow the internal auditor to check all accounting reports to insure proper control by presenting actual copies of the reports in a coherent pattern. They also allow him to check the actual state of affairs without making special inquiries in many areas.

The technique described here can be applied to any department with equal success. Before any work is begun, however, several basic factors should be considered.

Particular emphasis should be given to identifying the department's basic work unit. In many departments, the unit cannot be as readily identified as it can be in a machine data processing department. In a records department, the unit might well be a segment of the record keeping system. For example: if a records department maintained several kinds of files (numerical by State, consecutive, numeric, etc.), the unit might be the types of files maintained.

A sample set of sections, written and prepared as the finished product, can be effectively used to get reactions, suggestions and criticisms, both from within the department and from other departments which eventually will be exposed to the register. This advance showing tends to insure completeness of each section. It also builds a feeling of participation among those consulted.

Several different approaches can be used in the actual preparation of mate-



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To reach an associate, you simply pick up your own phone and say, "Mr. Smith, please." No buttons, no dials, no tricks. Wherever Mr. Smith may be at the moment, he simply picks up the nearest Flexiphone, and you're in immediate two-way, *private* telephone contact! The DuKane Flexiphone is truly the newest, most versatile internal communication system today.

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For More Information Circle No. 245

rial for the registers. All similar sections can be completed at one time. For instance, all of the format sections could be prepared as a group. Or, you could complete all sections for a given report before doing the next report. The first of these two methods should result in the total register being completed more quickly because of the added efficiency which results from doing a series of similar sections at one time. However, the second method allows completion of individual reports more quickly, meaning that the register for these reports could be distributed and put to use sooner.

After a method is selected, set a schedule for completing the total register. This can best be done by actually creating several sections, and projecting the time consumed over the full range of items to be included in the register. Regular checks should be made to be sure the schedule is met.

Once the register is created, keep it up to date. Changes in the material included in the registers must be made quickly and religiously. Failure to maintain a continuous follow-through will soon mean that the bulk of the work will have to be done again.

All offices, large and small, must make the effort to be free of the limitations of personal memory. When an office is small, there is no difficulty setting up central intelligence. However, in a small office, such luxuries often do not appear to be necessary. When an office is large, the creation of a report register requires a lot of work but, like all worth-while undertakings, the pay-off is rewarding.

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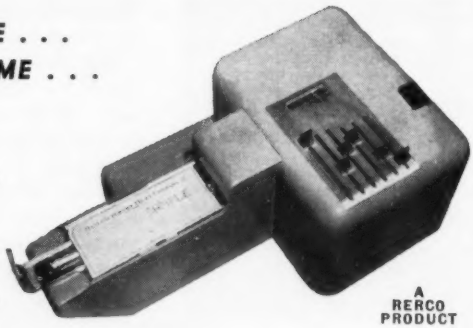

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For More Information Circle No. 355

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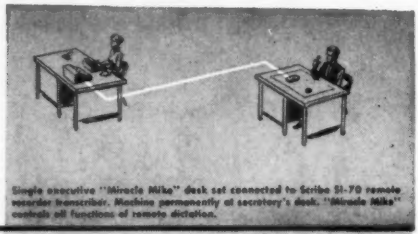
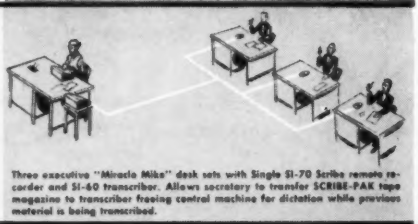


Single executive "Miracle Mike" desk set connected to Scribe SI-70 remote recorder-transcriber. Machine permanently at secretary's desk. "Miracle Mike" controls all functions of remote dictation.



Three executive "Miracle Mike" desk sets with Single SI-70 Scribe remote recorder and SI-60 transcriber. Allows secretary to transfer SCRIBE-PAK tape magazine to transcriber freeing central machine for dictation while previous material is being transcribed.

Six executive "Miracle Mike" desk sets connected to 2 Scribe SI-70 remote recorder-transcribers. When either machine is in use (indicated by light on executive station) selector switch on desk set permits other dictators to select idle machine. Separate transcriber need depends on work load requirement.

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For More Information Circle No. 276

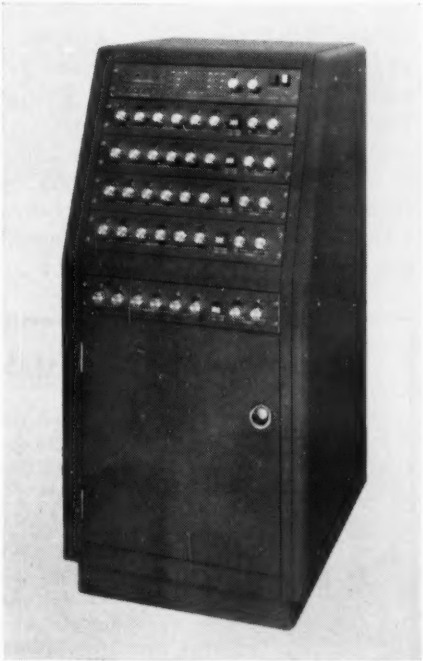
Electronic Multipliers Withstand Severe Tests

DIGITRONICS CORP., of Albertson, Long Island, N. Y., has delivered to Addressograph-Multigraph Corp. two electronic multipliers capable of multiplying an eight-digit variable by any one of five constant six-digit multipliers in an average time of seven-thousands of a second. Having successfully passed one of the severest acceptance tests ever applied to commercial electronic equipment, the multiplier will be used to expand the capabilities of Addressograph's accounting Class 9300 and other machines.

The five constant multipliers are set manually by dials. Selection of one of these five is made automatically by reading coded data on the Addressograph plate. As hard copy is printed on a punched card, the Addressograph-Multigraph machine perforates the punched card to include the product of the multiplication. The system is for applications such as calculation of dividends and taxes.

The multiplier checks itself against error by reversing operands and comparing product with result of original multiplication. The electronic multiplier consists of standard Digitronics digital, logical blocks, using printed circuit cards and all solid state components. No special air-conditioning is required.

A major portion of the acceptance test consisted of subjecting the unit over a period of five days to alternate temperature cycling from 40°F. to 120°F. Problems were continuously performed at the extreme and middle temperature ranges. Problems were frequently changed so that all multiplier modules were in use. Only six months was required from inception of design to completion of acceptance test. For more information about this type of equipment, Circle No. 220.



One of the electronic multipliers made by Digitronics Corp. for Addressograph-Multigraph Corp.

The Effective Use of OFFICE SPACE

HARRY L. WYLIE

Assistant Secretary-Treasurer, Pure Oil Co., Chicago

SPACE, like time, is usually obtained at a premium because it is the additional space or additional time that poses the problem. Space, as well as time, can be conserved by planning. The use of space is rarely static. Requirements change almost as rapidly as the demands for office services. Ordinarily an office is laid out to meet the definite requirements of the moment with the layout becoming frozen because of the inflexibility of interior walls and partitions.

One of the first tenets of office layout is a definition of space allocation by function and by management echelon. The problem of space allocation is fundamentally simple, and solved by an analysis of the job and a subsequent allotment of space sufficient to carry out the defined functions. On one hand, there is an estimate of space requirements established by each department. On the other hand, there is a limit imposed by economy of utilization, amount of space available, or by management policy. Between these two lies the compromise which all must accept. Anyone who has laid out an office knows that this analysis oversimplifies the problem because the demands of an individual often spring from a desire for prestige and show, or from an exaggeration of the job's demands.

The solution to space problems lies in firmly and rigidly defining the avail-

Your Office Methods Can Be Improved

The third in a series of articles, covering the basic office functions, in which Harry L. Wylie, office management authority, shows how office methods can be improved—especially in the medium sized and smaller company.

Harry L. Wylie is the author of several books on office management and editor of NOMA's Office Management Handbook. Winner of both the Schulhof and Leffingwell Awards, 1950, he is a practicing management consultant, assistant secretary-treasurer of the Pure Oil Co., professor of industrial management at Northwestern University and past president of the Office Management Assn. of Chicago.

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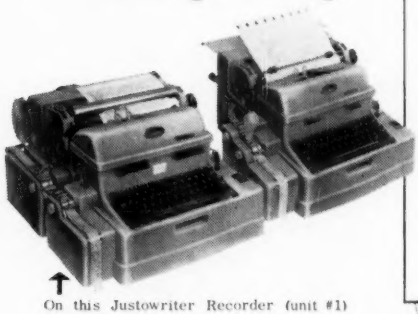

On this Justowriter Recorder (unit #1) any typist becomes an expert type compositor. Her usual typing -- without involving special positioning or extra time -- produces simultaneously (a) a typewritten sheet, for visual check, and (b) punched paper tape with identical copy coded into the tape holes.

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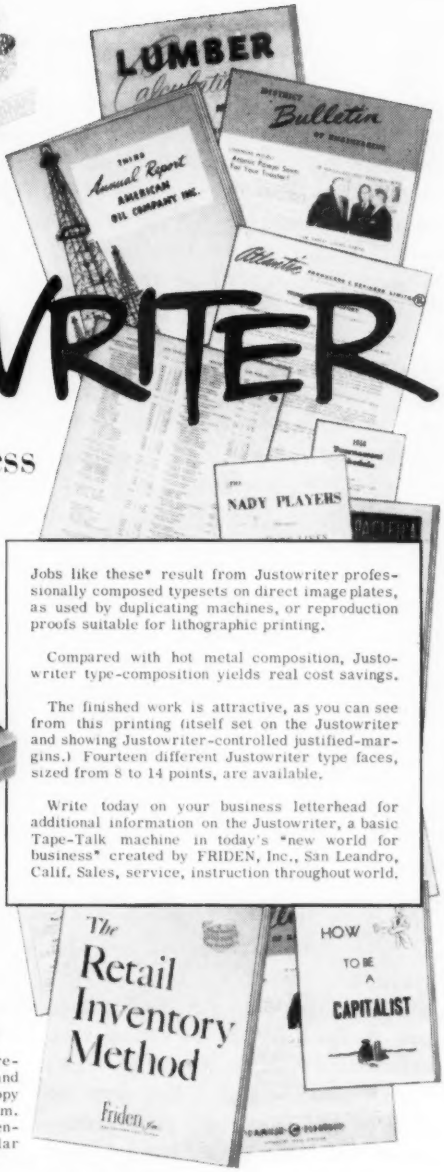

Jobs like these* result from Justowriter professionally composed typesets on direct image plates, as used by duplicating machines, or reproduction proofs suitable for lithographic printing.

Compared with hot metal composition, Justowriter type-composition yields real cost savings.

The finished work is attractive, as you can see from this printing (itself set on the Justowriter and showing Justowriter-controlled justified-margins.) Fourteen different Justowriter type faces, sized from 8 to 14 points, are available.

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For More Information Circle No. 309

able space by job levels. The big problem is not *how much space,* but *how uniform* is the treatment of comparable echelons. Floor to ceiling permanent interior walls make the layout so rigid that, when changes are made, employees often end up with either more or less space than they require because of the high cost of moving a permanent wall. Therefore, management decides to use the space as is. Following the flow of work principle and locating departments on the basis of contact, but without changing the interior wall placement, might put employee A in a larger space or larger office than employee B who might outrank A.

To effectively use space, follow these suggestions:

Use Five-Drawer File Cabinets. Manufacturers now make four and five-drawer filing cabinets of equal height, so there is no problem of appearance nor difficulty in top-drawer filing. The six-drawer cabinet does present a problem because it is higher and requires a tall file clerk or a filing stool for a shorter clerk to use the top drawer. Five-drawer files increases filing capacity 25% without increasing area requirements. Should it be desirable to use six-drawer cabinets, the capacity is increased by 50% which may outweigh the inconveniences of the higher cabinet.

Use Smaller Functional Desks. Desks which measure 60″ by 34″ require approximately 15 sq. ft. of space (5′x3′) to which must be added the space occupied by the employee. It is recommended that desks should not be closer than 3 ft. back to front. This comes to another 15 sq. ft. (5′x3′) so that the so-called standard desk so popular in business actually requires 30 sq. ft. of floor space. It is also customary to allocate aisle and file space on a pro rata basis to arrive at a guide to space requirements. Drawing upon the average allowance of 30 sq. ft. average per employee for this non-productive space, one thumb-rule states that each employee using a 60″ x 34″ desk will require a total of 60 sq. ft. Often the confusion of interpreting "average space allowances" arises in the composition of the guide. For example, one guide recommends allowing 100 sq. ft. per employee in estimating space. An analysis of the 100 sq. ft. figure discloses that space for private offices has been included, whereas only aisle and file space are included in the 60 sq. ft. rule.

Assuming an understanding of the variations in guide figures, the fact remains that smaller desks (smaller than 60″ x 34″), modular desks and unit desks which are sized to user's function will reduce space requirements. Work simplification and motion economy studies prove there is a normal working area on the desk top within which all materials, tools, papers and other items should be placed. The space beyond this working area is essentially storage space which can be provided in desk drawers or shelves. The normal working area is arrived at by the sweep of each arm when the employee is in a normal sitting position. Because the working area will vary in jobs requiring one or two handed operations, and because many jobs do not require the maximum working area, a 46″ x 26″ work area is adequate for

For More Information Circle No. 230→

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. . . WHERE RESEARCH IS THE KEY TO TOMORROW

most tasks while many can use much smaller working areas. A 46" x 26" desk requires 8.3 sq. ft. Add the employee's working space of 11.5 sq. ft. (46" x 36") and the pro rata aisle and file space of 30 sq. ft., and your guide for space requirements totals 49.8 sq. ft. (50 sq. ft. for all practical purposes) which is a space savings of 17% compared to the 60" x 34" desk.

General Policy for Space Allocation. Authorities do not agree specifically as to the standards for space allocation in respect to jobs. Some weigh the economy factor more heavily than the prestige factor and thereby reduce their recommended standards to the minimum, whereas others tend toward the maximum space allowance. They all agree on the need for such a policy. The following scale is recommended as a model from which individual but uniform variation can be tailored according to need vs. availability of space:

Senior or major executive personnel	400 sq. ft.
Junior or subordinate executive personnel, including department managers	200 sq. ft.
Assistant department managers	130-140 sq. ft.
Partitioned offices or cubicles	100 sq. ft.
Employees in open working area (actual space for desk and employee):	
Using 60" x 34" desk	30 sq. ft.
Using smaller functional desk	20 sq. ft.
Conference room having capacity of 12 persons @ 50 sq. ft.	Max. 600 sq. ft., Min. 480 sq. ft.
Reception room	400 to 600 sq. ft.
Interviewing room	100 to 200 sq. ft.

Don't Overdo the Private Office. The trend is definitely away from the private office space having floor to ceiling partitions (irrespective of the material used in the construction of the wall). An interior wall is an obstruction no matter how essential it may be. It obstructs the forward flow of work, complicates ventilation and may handicap the lighting arrangement as well as the effective use of space. The private office is being viewed with less favor as a badge of attainment and more in light of the requirement for performance in respect to the actual occupational need for (1) privacy, (2) creative thinking and, to a much lesser degree, (3) executive prestige. For instance, a junior executive or an assistant department manager in private quarters will require from 130 to 200 sq. ft. depending on the standard space allocation. A partitioned office (floor to ceiling partitions) much less than 12 ft. by 12 ft. or any size which totals approximately 140 sq. ft., appears small, crowded and closed-in regardless of the tricks of decorating. A partially partitioned office (cubicle) with 6 to 7 ft. high partitions can be made attractive and not be larger than 8 by 10 or 10 by 10 ft.—a considerable savings in space. Open space presents even greater economies of use.

Metal partitions have had wide acceptance for space allocation principally because of their flexibility and movability. They are fabricated on a

←For More Information Circle No. 230

modular basis, varying in height and width according to manufactures' standards, and also can be made in special sizes to meet specific requirements. Bank type railing is available in heights from 39″ to 42″; cubicle partitions vary from 54″ to 7 ft. depending on the manufacturer. Modular (standard) units may be free standing or bolted to the floor by use of floor plates and post anchors. Both bolted types are easily moved. If partitions are higher than 7 ft., it is customary to use filler strips of glass, wallboard, plywood, metal or plastic between partitions and ceiling.

It is wise to consult the building code applicable to your area, inasmuch as some codes restrict the height of partitions in relation to ceiling height, and restrict the type of materials that may be used in the filler space.

Work stations can be developed with movable partitions built around a desk, usually serving as separation panel between desk areas. Accessories (such as book racks, picture hooks, coat hooks, shelves) can be attached to the partition, making the work station complete, functional and economical in the use of space.

Reduce Storage Requirements. Much office space is used for the storage of files which no longer have any value. The average office becomes a catchall for materials which accumulate over the years either because no one takes the responsibility for the orderly destruction of items which have passed their period of use and reference, or management lacks the courage (or the time) to organize a file deletion program. It appears so much easier to postpone the decision to destroy files.

Microfilming files is a satisfactory way to reduce storage and file space requirements provided that good housecleaning and a program of file deletion is established first so that unimportant data are not swept into the file filming activity. The reduction of space through microfilming is so significant that there is the temptation to ignore cost and mask the failure to delete files by filming the file contents in their entirety.

"Filing" applies to the orderly and safe preservation of data (in any form) which is currently needed for reference, with emphasis on *ease of finding.* "Storage" refers to items which must be preserved because of (1) legal requirements, (2) historical value and/or the demands of management, and which are no longer subject to current reference, with emphasis on *safe keeping.* The period of current reference varies by company and departments within a company. In one department the current period may be 90 days; in other departments it may be five years.

Some companies, recognizing this variation in the period of current reference, have established a program of file deletion which limits the growth of file requirements. To control the effectiveness of this program, management will not permit the purchase of additional file cabinets without appropriate investigation of the need. This is a practical way to keep files from growing out of careless and dilatory handling of the deletion program, and limiting growth to the increased volume which attends normal business expansion.

(Next month Mr. Wylie will discuss the Effective Use of Manhours.)

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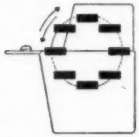
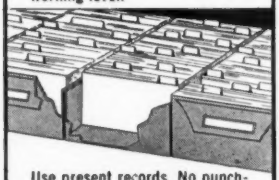
ROTARY FILES

by DIEBOLD



Records revolve in upright position . . . travel shorter way to working level.



Use present records. No punching. No guiding area lost to clear retaining devices.

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For More Information Circle No. 337

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These are only three of the many, many, suggestions to be found in the U.S.E. Selector Chart — free on request. Pin this ad to your letterhead and mail it to the Advertising and Sales Promotion Department.

O-7

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For More Information Circle No. 302

RIGHT or WRONG in Employee Relations

A ROUND-UP of day-to-day employee problems and how they were handled by management. Each incident is taken from a true-life grievance which went to arbitration. Names of some principals have been changed.

Can Holiday Turkeys Be Considered as Wages?

What Happened:

For over ten years, management had given a turkey to every employee for several holidays through the year. But business was so poor one year, the company decided to eliminate the gifts to save money.

The workers protested that this was a wage cut. The management took the position that the turkeys were gratuities.

Was the Company:
RIGHT ☐ WRONG ☐

WHAT ARBITRATOR MILTON H. SCHMIDT RULED: "Employers frequently expend company money for various employee benefits which have never been looked upon as compensation that the employees can demand be continued. The outfitting of athletic teams, picnics, scholarships for employees' children, presents at the birth of employees' children—these are but a few examples of sometimes fairly costly things which are being done by many enlightened employers today. No general 'prior agreement' or 'past practice' would compel a company to continue such programs if it wished to terminate them. In my judgment, giving turkeys at holidays is in the same general category. It is a gratuity above and beyond the agreed compensation which the company is not obligated to continue."

Can There Be Different Degrees of Dishonesty?

What Happened:

Stealing and pilfering had become a problem. At one point the management discovered that a group of workers, including two supervisors, had stolen $14,000 worth of company property. They were fired. But pilfering of small things continued.

Finally the company put out a strong warning to employees—anyone caught taking anything that didn't belong to him would be fired "forthwith." X was caught taking some candy out of a broken vending machine. He was promptly fired. He grieved:

1. The theft was so small that I shouldn't be fired.

2. The vending machine was not the company's property so it had no jurisdiction.

3. I didn't break the machine. I saw it was broken and saw no harm in helping myself to a couple of candy bars.

The company said "stealing is stealing" and the cost of the loot is not a factor. Besides, the company added, we had warned everyone that *any* stealing would be dealt with severely.

Was the Employee:
RIGHT ☐ WRONG ☐

WHAT ARBITRATOR JOSEPH KLAMON RULED: "It is the responsibility of management to see that pilfering, damage to equipment, machines, etc., does not happen—and, if it does happen, to take appropriate action. Taking candy out of a vending machine is pilfering. The company had brought to the attention of its employees that stealing, however slight, would be dealt with severely. The fact that the vending machine was not the property of the company is not material. It was on company property. If the company viewed this act as being serious enough for discharge, the arbitrator should not interfere with the judgment. Grievance denied."

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For More Information Circle No. 379

May Employees Gamble During Their Lunch Hour?

What Happened:

Following rumors of gambling on company property, a group of supervisors decided to make a surprise raid on a spot where they suspected that gambling might be going on. On entering the room they found five employees around a table. One of the men was seen pocketing a pair of dice, another was holding money in both hands, and $1.75 was on the table. All five men were fired. They filed a grievance stating that they were lunching in the room on their regular lunch hour. The man with the money in his hand was the one who normally collected from the others to go out and get coffee and sandwiches. The supervisors maintained that they had seen the dice and the money on the table. None of the men were seated and eating at the time. The case was brought to arbitration when no informal settlement was possible.

Were the Supervisors:
RIGHT ☐ WRONG ☐

WHAT ARBITRATOR R. W. FLEMING RULED: "After weighing the conflicting testimony I am inclined to give credence to the evidence that the man pocketing the dice and the man holding the money were engaged in gambling. There was no substantial or convincing evidence linking the others with the crap game. They were legitimately in the room on their lunch hour. Discharge is too severe a penalty for a first offense of gambling which was unconnected with the organized gambling world, and where there was no previous warning or notice concerning gambling. The loss of back pay is adequate remedy closely approximating the fine that would have been imposed in a court for this offense. Since the other employees were not connected by substantial and convincing evidence with the offense, they shall be reinstated with back pay."

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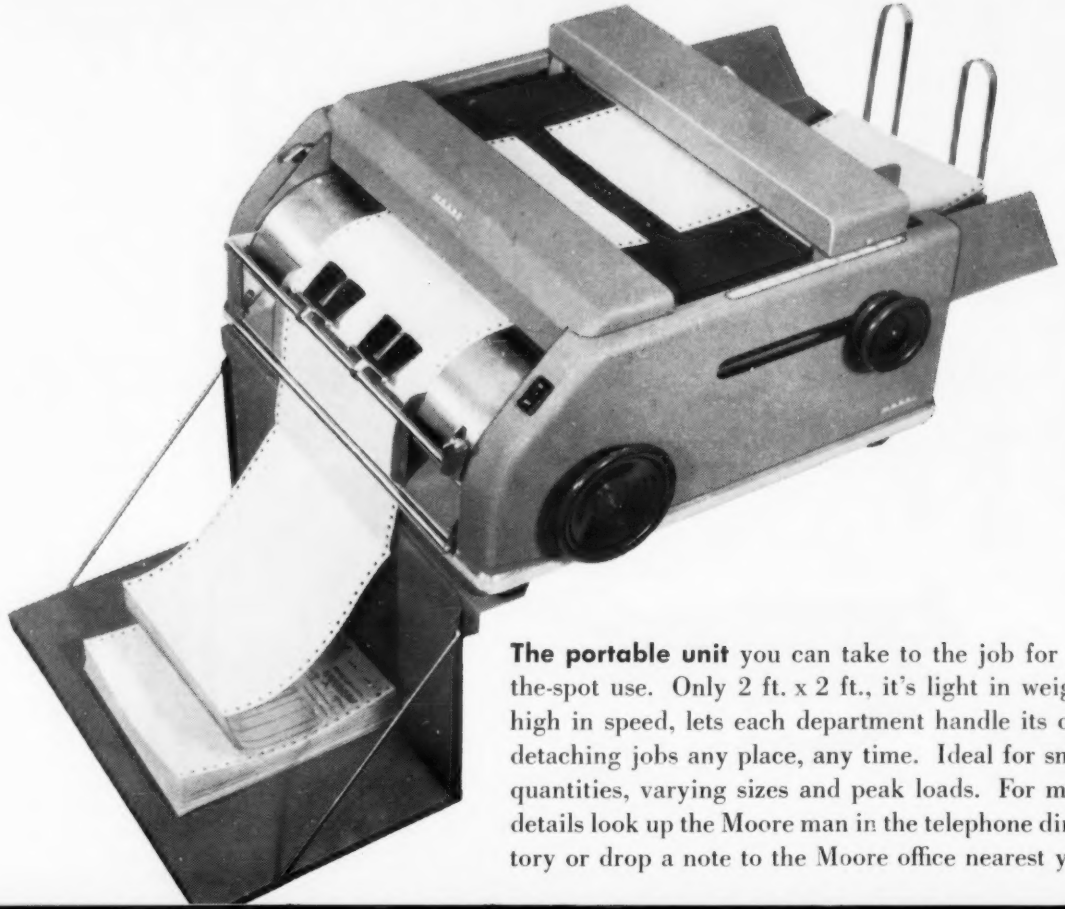

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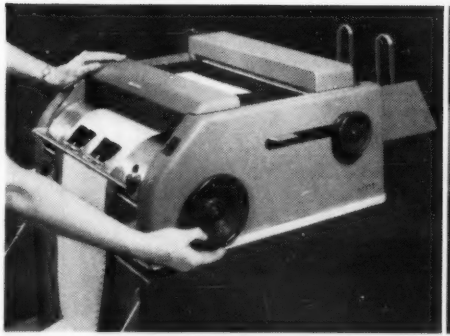

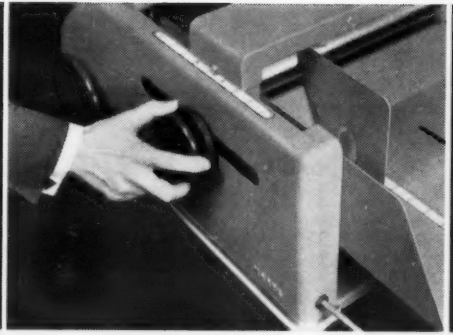

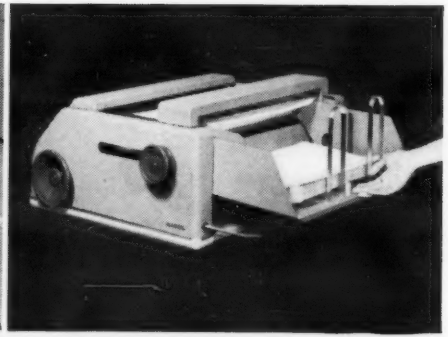

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For More Information Circle No. 370

Office Standards

(Continued from page 106)

consensus of all national groups substantially concerned with it.

Under the sectional committee method, the actual work of developing and formulating an American Standard is carried on under ASA procedures. This is the method under which all of the X2 office standards were drawn up. Every sectional committee must have a sponsor to provide administrative support for its work, to insure that progress is continually made, and to provide technical direction and soundness to the work. The critical problem for office standardization right now is that most of the sectional committees have not found a sponsor.

A number of organizations have been contacted to sound out their interest in sponsoring one of the five new committees. The Systems & Procedures Assn. of America has undertaken sponsorship of the new committee on forms, records and procedures. There is a proposed standard in this field in the final stages of approval: American Standard Paperwork Procedures Charting, X2.3.4. Work was also underway in the original X2 committee on standard purchase order and invoice forms, and this project will probably be revived under the new sponsor.

With the exception of an active group working on office dictation equipment standards, work of the other four committees is at a virtual standstill for lack of sponsors. The office dictation group has managed to keep functioning by rotating the chairmanship and adminis-

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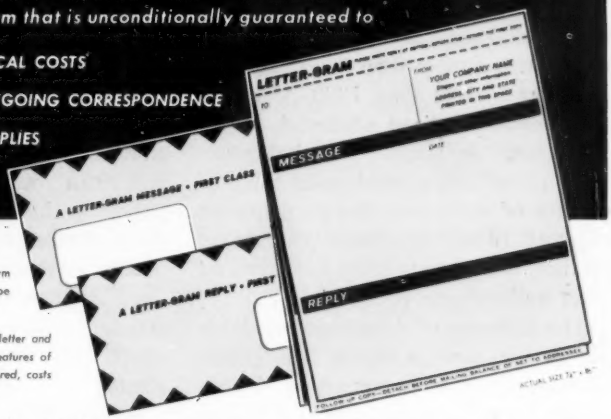

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trative duties among the equipment manufacturers.

If office standardization is to fulfill its promise as a tool for cutting costs and increasing efficiency, office management will have to support it actively in its associations, and encourage their suppliers to participate through their associations as well.

Why is it necessary to go through ASA at all? Why couldn't office managers' associations write standards, or the trade associations of office machine manufacturers? The answer is that, to obtain a standard acceptable to all national groups concerned, a neutral agency is needed that is not identified with any one industry, profession, economic or political interest. For this purpose, the forerunner of the present American Standards Assn. was founded in 1918 by five leading engineering societies. ASA was reorganized in 1928, when it assumed essentially its present form as the nation's coordinating body and clearinghouse for standards.

Today, ASA is a federation of 121 professional societies and trade associations. It has more than 2000 company members. More than 1800 American Standards have been approved. Over 400 standards projects are being actively pursued at present under the procedures of ASA with the participation of about 10,000 engineers, government officials, and experts from industry and other national groups.

The authority of American Standards lies in the basic principle that guides all ASA procedures: consensus. A consensus must be established among all those concerned before a standards project is set up under ASA procedures, before an existing standard is approved as an American Standard, and before a standard drawn up by an ASA sectional committee is accepted. Consensus even applies to the make up of the sectional committees themselves.

Consensus does not necessarily mean a unanimous vote. Votes are weighed as well as counted. A weighty objection of an organization with a major interest in the subject may outweigh affirmative votes by all others if the concern of those others is comparatively minor. On the other hand, a number of negative votes of groups that are only distantly concerned with the project may be discounted in the face of affirmative votes of groups that are vitally affected.

In addition to the sectional committee method, there are two other ways to obtain an American Standard. One is the existing standards method, under which the already existing standard of an organization may be submitted to ASA for approval as an American Standard. The consensus principle applies to this method as to all others. Consensus is established by a mail canvass of all the organizations concerned, rather than by a vote within a sectional committee. Over one-third of the 1850 American Standards have been approved in this manner, largely from the American Society for Testing Materials. Secondly, there is the general acceptance method, under which a simple standard can be accepted at a general conference attended by all interested groups.

Among ASA's other important functions is the representation of American interests in international standards

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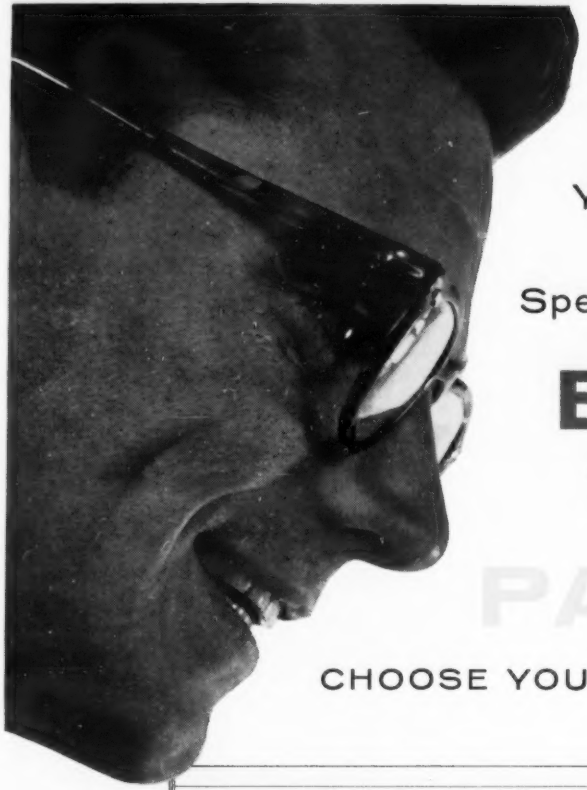

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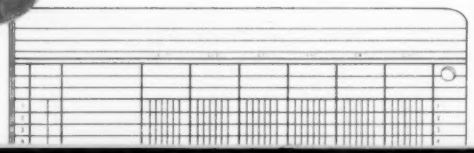

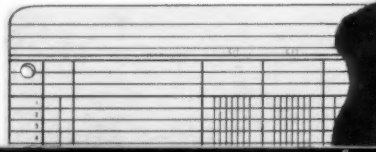

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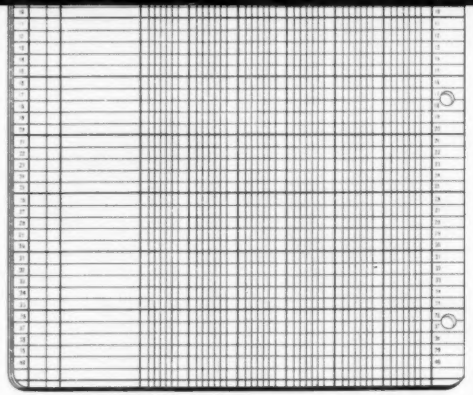

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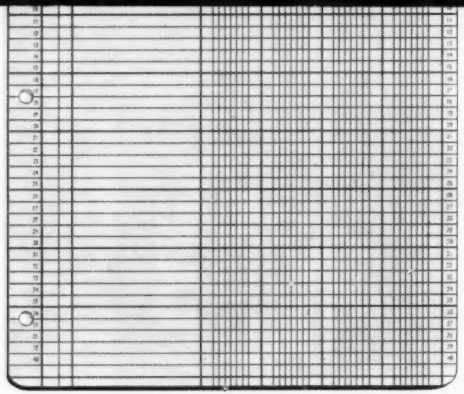

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For More Information Circle No. 295

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New 1960 Collamatics with "APC" are lower priced than ever, and more versatile than ever. Shown is the 16-bin model #1600.

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. . . Few types of office equipment give the actual cash savings obtained with Collamatic Collators . . . savings that can be charted for you in advance with the Collamatic "Collating Survey and Analysis Form." In a typical office, a Collamatic will return 165% or more a year on its cost.

1960 MODELS NOW READY . . . Leaders in Collamatic's 1960 line of electrical collators include the compact, moderately priced "APC" models . . . now lower priced and more versatile than ever before, with larger bins, larger trays, provision for collating sheets in a larger range of sizes. Up to 30-sheet sets collated at one time . . . with the greater speeds obtained with APC automatic timing.

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COLLATORS FOR EVERY SIZE AND TYPE OF OFFICE

DESK-TOP COLLAMATIC
Electric collator for only **$149.50** complete.

COLLATOR STAPLER-STACKER
8 Times Faster than by hand.

COLLAMATIC "15"
Inexpensive, fully automatic . . . collates, jogs, counts, staples and stacks automatically.

Developed and Engineered by W. E. Thomas, The Inventor of Modern Office Collators.

For More Information Circle No. 296

work. The International Organization for Standardization (ISO) has established several standards recommendations for paper, including standard widths and weights. For offices engaged in international correspondence, these standards have important effects on filing and mailing.

The U.S. has not participated in this work up to now. At a recent meeting of organizations active in the U.S. paper industry, however, representatives reviewed the advantages of American participation. Plans were initiated to organize a committee to work on these international standards through ASA. A member of the X2 office standards committee has been delegated to represent office management viewpoints on this committee.

Another ISO project, that should be of even greater interest to office managers, is on office machines. The U.S. is not represented in this work, since the X2 committee cannot take on any new projects until it finds the sponsor or sponsors it needs for administrative and technical support. The benefits of uniformity and interchangeability in computers and other office equipment have been discussed. If these benefits applied to foreign as well as domestic equipment, office managers would have a greater variety to choose from.

International standards are important, then, as well as national standards. To participate in ISO work, U.S. groups must work through ASA, which accredits delegates to ISO meetings.

To preserve its reputation for complete impartiality—be it in the approval of an American Standard or in the representation on international standards committees—ASA makes its services available to members and nonmembers alike. Any organization with a legitimate interest in a standards project can use ASA's services. This public service principle often poses financial problems. ASA relies for its operating funds entirely on membership fees, other voluntary contributions, and the sale of published standards. There is no financial support from the federal government or any governmental agency.

While it is difficult to weigh the direct costs of ASA services to any one industry against that industry's direct support, there is no doubt in the minds of ASA directors that some industries get more direct services than they pay for. Measured in indirect benefits from such American Standards as office standards, all industries reap dividends that are a multiple of their investment. With office standards at the crossroads, it is important that management realizes the benefits that standards can bring to this field, and then sees to it that their companies and associations support the office standards work.

Many companies are well aware of the benefits of standards in their production operations, in their safety programs, in their purchasing procedures. Since all companies stand to benefit from office standards as well, they should be willing to support and encourage the associations of which they and their office managers are members in sponsoring one of the office standards projects. Not only office managers, but also design and project engineers, should point up the benefits and spell out what needs to be done.

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For More Information Circle No. 248

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Gentlemen:

Please send me information about QUICK SILVER, the completely new office photocopy process which:

1. makes unlimited copies of superior quality from one negative.
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3. eliminates peel-apart and throw-away sheet.
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. . . the new, modern system for filing active records. With VERTI-FILE you can file over twice as much material in the same floor area as with a conventional file.

Each unit of VERTI-FILE holds 23½ lineal feet of active records . . . and positions them for faster and more efficient usage. By comparison, a regular 4 drawer file holds 8⅔ lineal feet of records. So don't be cramped . . . get VERTI-FILE!

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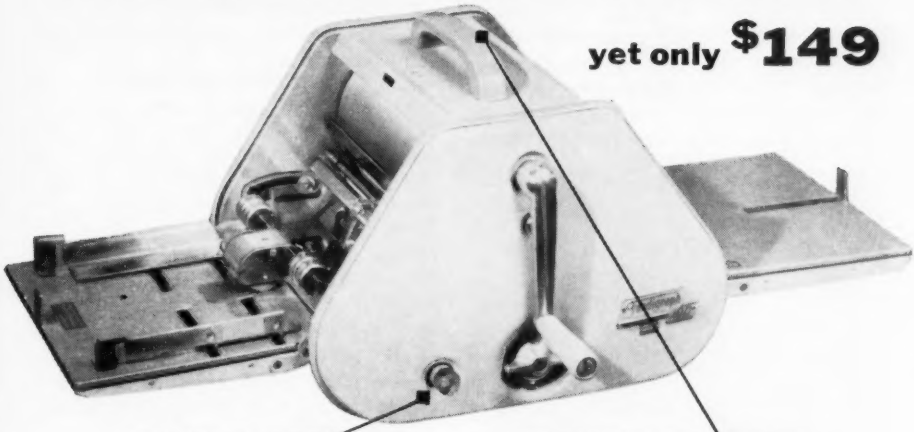
ONLY DUPLICATOR THAT'S SPILLPROOF AND PORTABLE



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EXCLUSIVE!
Fluid is pumped direct from either closed cartridge inserted in machine or from can you buy it in. No pouring. No dripping. No mess.

EXCLUSIVE!
Only Fordigraph 100 is **designed** to be portable (though it is a heavy-duty duplicator). Use it anywhere. Store it anywhere.

THE FORDIGRAPH 100 is a pleasure to have in your office because it's *specially engineered for office use.* It is spill-proof . . . leak-proof . . . inkless—and has many important automatic features. Sturdy . . . built for heavy work loads—yet lightweight (only 26 lbs.) . . . easily portable . . . and it folds up compactly for carrying or for dust-free storage. Smartly styled with convenient carry handle.

FORDIGRAPH prints many hundreds of copies from one master . . . up to 5 colors at once! Has automatic paper-feed for high-speed duplicating. Prints anything written, drawn, typed. Takes all sizes, post card to legal.

All this at an unprecedented low price! See it at your Dealer's today!

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For More Information Circle No. 472

New Products

OFFSET DUPLICATOR

A. B. Dick Co., 5700 W. Touhy Ave., Chicago 48, Ill., has developed a table-top offset duplicator, the Model 320, which is 24-1/16" wide, 25⅛" long and 20¾" high.

The table-top machine can produce quality linework, as well as halftones and solids, in jet black or colors. Image area is 9½" x 13" and machine can duplicate on paper ranging in size from 3" x 5" to 11½" x 16". Simplicity of operation was given special emphasis in its design. The automatic feed system is said to be virtually jam-proof. The adjustable feed table allows shifting quickly to varying sizes of paper without the use of tools or special attachments. Like all standard size A. B. Dick offset duplicators, this has Aquamatic control moistening system which precisely meters fountain solution to maintain exact ink-water balance for uniform copy clarity throughout run. An image developing control assures perfect copy on the first sheet fed through the machine. Self-adjusting cylinders allow operator to switch from lightweight paper to card stock, and from lightest paper masters to heavy metal plates, without changing cylinder or roller pressures. Speed is up to 7800 copies per hour, depending on paper and type of duplicating required. **For More Information Circle No. 125.**

VERTICAL CAMERA

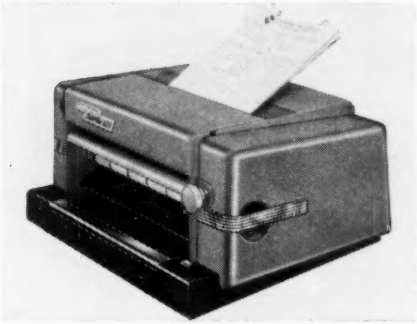
W. A. Brown Mfg. Co., 608 S. Dearborn St., Chicago 5, Ill., makes the all metal 12" x 15" Ensign Vertical Process Camera with completely automatic focusing. It has a cast aluminum front and rear

case. Lamp carrier and all moving parts operate on precision roller bearings for extreme accuracy. Screw drive with dial calibrations. Camera is equipped with 9½" Goerz Artar Red Dot coated, color corrected lens. Glass covered copyboard is 19" x 23". Pressure back holds film up

to 12" x 15". Two reflectors each hold two No. 1 photofloods. Reduction range is 3x and enlargement range 2x. Other features include calculator, electric shutter, electric timer with reset device, and storage compartment. The Ensign is in the low price range, operates on 110 volt, 60 cycle, single phase AC. **For More Information Circle No. 198.**

COPYING MACHINE

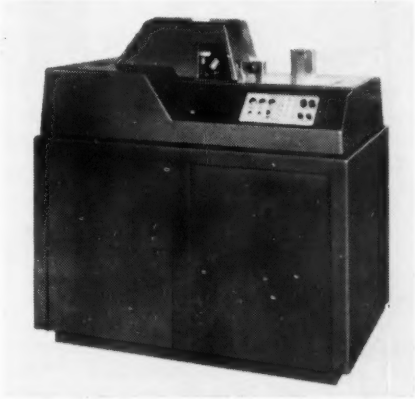
Charles Bruning Co., 1800 Central Road, Mount Prospect, Ill., makes the Model 105 Copyflex diazo copying machine for office use and about the size of a typewriter. The machine copies translucent and semitranslucent originals at approximately 1¼c a copy. It will sell for less than $300. The Model 105 uses no negatives, inks or stencils, and Copyflex copies require no stripping or peel-apart operations. Copies are delivered ready to use in seconds after the original and the



Copyflex paper are inserted. Unit is completely self-contained, including exposure and developer sections. It operates on 115-volt, single phase, 60 cycle, 4-amp. AC. Maximum mechanical speed is 12 linear ft. per minute. Machine will copy originals up to 11" wide by any length. Exposure light is provided by seven 20-watt fluorescent lamps. No warm-up period is required before using the machine. A constant speed AC motor with friction-disc speed control reduces the number of parts. Copies are delivered on fold-out bars within easy reach of the operator. **For More Information Circle No. 124.**

ELECTRONIC PLATE EMBOSSER

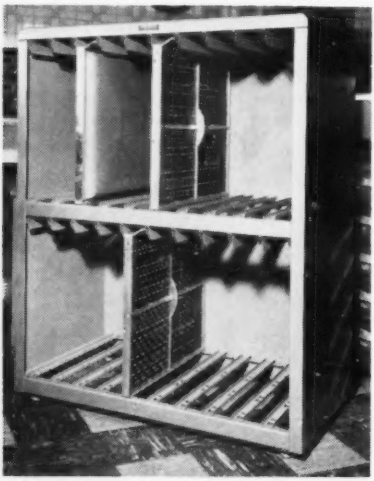
Dashew Business Machines, Inc., Data Processing Div., 5892 Smiley Drive, Culver City, Calif., has developed the Electronic Datatyper 410 for the high speed preparation of embossed plates directly from punched cards or tape. Fully automatic, it is suitable for preparing plastic credit cards, addressing machine plates, identification tags, etc. For plastic cards, an attachment automatically adds colored tipping to characters for easy legibility.



Unit is quiet enough to use in any office with no special soundproofing or insulation. It has no clutches, brakes or mechanical drives, but, uses a Servodrive system. An electronic translator converts signals from an 024 card punch or perforated tape (5, 6, 7 or 8 channel). Unit can contain up to 60 different characters. Other specifications are: input (electrical) 115 volts AC, 60 cycle, 15 amp. max.; input (data) from IBM 024, tape reader 5-8 channel or keyboard; input (material) all standard metal or plastic plates including stainless steel, up to 3" x 5" with ⅛" margin on all sides; output, 14,000 characters per hour; plate capacity, 200 each in feed hopper and receiving hopper; embossing height, adjustable to .035"; character spacing, automatic. Dimensions of the 410 are 33" wide, 51½" long, 53" high. It weighs about 450 lbs. Basic unit costs $14,000. **For More Information Circle No. 112.**

WIRING PANEL RACK

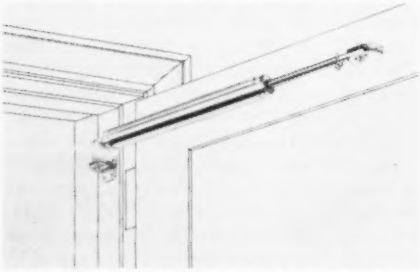
Tabulating Accessories Exchange, Inc., 5501 Telegraph Ave., Oakland, Calif., offers the 4071 Speedrack for the fast, easy and economical storage of 407 type wiring



panels. Nylon rollers make board access virtually a one finger operation. The metal rack is 40″ wide, 22″ deep and 48″ high, and it will hold 20 wiring panels. Shipping weight is 195 lbs. **For More Information Circle No. 108.**

DOOR CLOSER

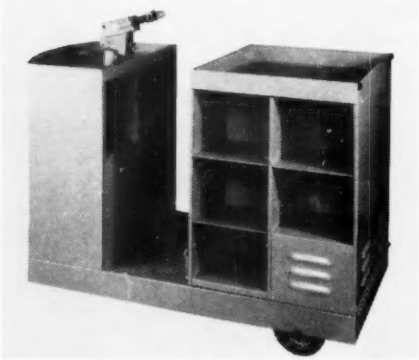
Illinois Lock Co., 821 S. Ada St., Chicago 7, Ill., has developed the Illinois Glidraulic Model 20 interior door closer



with fingertip latching adjustment to control the power at the latch. The Model 20 fits into the decor of all interiors and provides an even, smooth closing action. It never requires any lubrication, is simple to install, and performs perfectly on all interior doors up to 2″ thick. For descriptive literature, **Circle No. 146.**

ELECTRIC TRUCK

Beall Mfg. Co., 1610 44th St. S.E., Grand Rapids, Mich., makes the Widgit Interoffice Delivery Truck with semistandardized main chassis, power plant and controls for adaptation to a variety of requirements. Rear body section, shown in the illustration, with five mail compartments of equal size on each side, can be furnished with larger compartments and shelves and racks in many combinations. Various types of supplies and shipping cartons, punched cards, address plates, canteen facilities, and any other item can be

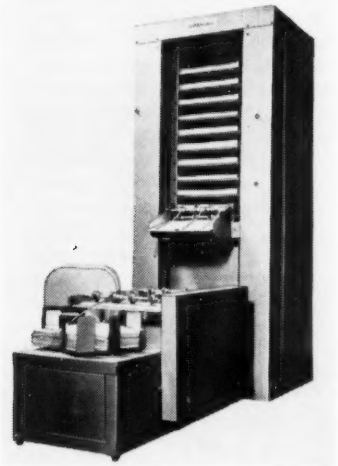


accommodated efficiently. Other models are primarily personnel carriers with seats for two or more passengers, in addition to driver. Basic Widgit electric truck is a three-wheel, battery powered unit with front wheel drive. Complete 360° swiveling of front wheel allows maneuverability for sharp corners and confined spaces. Only 30″ wide for easy use in narrow aisles and hallways. Unitized controls put steering handles, speed switch and brake on front wheel column in one place, immediately at hand for fast, safe driver control. No combination of foot and hand controls cause confusion or slow reactions in emergency stops. New operators be-

come proficient usually within a day's time. Stability on inclines and on corners is insured by a low center of gravity. Truck's DC motor and fully enclosed drive are quiet and built for long-range dependability with minimum maintenance. A wide range of drive speeds and battery equipment is available to meet practically any operating requirement. Normally, full eight-hour operation, or longer, is possible without recharging. Unit can be supplied with either a separate or built-in charger that plugs into ordinary 110-volt AC outlets. No special wiring is required. **For More Information Circle No. 162.**

COLLATOR

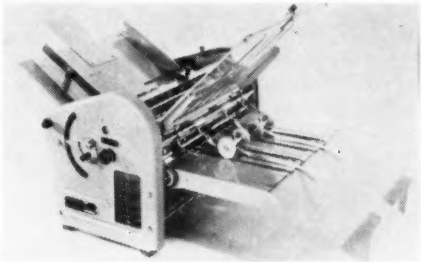
Collamatic Corp., Wayne, N.J., makes the Collamatic 15 fully automatic, economy model collator. This is a 15-station unit which automatically collates, jogs, counts, staples and stacks. Its advent marks the completion of a five-year development program during which four types



of Collamatic collators were designed to meet the requirements of every size and type office. These include a low priced desk top model; the Collamatic Collator Stapler-Stacker, and Collamatics with APC or automatically timed, electric collators. The company has developed a Collating Survey and Analysis Form which provides a quick means of estimating the savings obtainable by the elimination of hand collating. For the analysis form, and descriptive literature on Collamatic collators, **Circle No. 173.**

FOLDING MACHINE

Challenge Machinery Co., Grand Haven, Mich., offers a table model folding machine capable of handling sheets as large as 17″ x 22″ at up to 9000 per hour. The Challenge Fold-Master Model FH-6 handles single or double parallel folds on sheets from 4″ x 5″ up to 17″ x 22″. It also has two scoring wheels for right angle



scoring. Unit is moderately priced with a delivered cost of approximately $535 in the U.S. It offers offices duplicator operators and printers a relatively inexpensive portable table model folder—companion to the Challenge 9″ x 18½″ model introduced recently. Folds as small as 1½″ can be handled. Adjustment from single to double parallel folding is made by a simple flip of a lever. **For More Information Circle No. 152.**

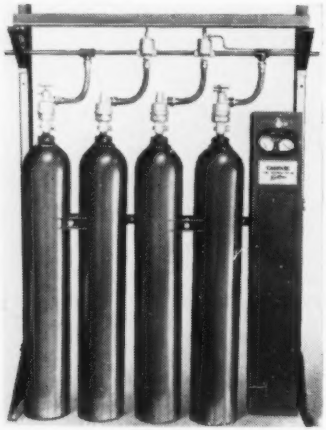
SPIRIT DUPLICATORS

Ditto, Inc., 6850 McCormick Rd., Chicago 45, Ill., has developed Sure-Feed, a perfected, automatic feeding mechanism for duplicating. The system uses specially designed fingers, in place of rubber side pads, to insure trouble-free, automatic feeding. It is now standard on Ditto models D20, D30, D31 and D35 without any increase in price. Sure-Feed also can be added to many late model machines. It

greatly improves automatic feeding of post cards and inferior grades of paper, permits positive automatic feeding of punched or round corner stock as well as papers that vary as much as 1/16" in trim size. The system features non-creeping, spring loaded, feeding wheel hubs and removable feeder shaft on all models. Gripper-pad adjustments and replacements are eliminated and there are no pressure pads to create friction. The minimum of operator training required makes Sure-Feed advantageous where unskilled operators use the equipment. **For More Information Circle No. 106.**

FIRE PROTECTION SYSTEM

Cardox Div., Chemetron Corp., 840 N. Michigan Ave., Chicago 11, Ill., offers a fire extinguishing system for small, hard-to-protect areas. The method makes reliable carbon dioxide fire extinguishing techniques available economically in offices, warehouses, plants, laboratories or

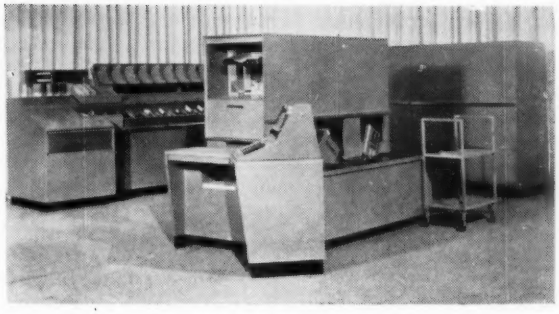


wherever there are small areas with hazardous conditions. It can be installed on upper floors of buildings where larger low-pressure storage tanks cannot physically be installed and in other areas where space is limited. Utilizes high-pressure liquid carbon dioxide in easily stored cylinders. A control mechanism with a continuous monitoring device assures that the system is operable at all times. System operates instantly, actuated by signals from fire detection devices, smoke detectors, flame detectors or other sources, and is available with fully automatic, manual-electric, manual-automatic, or straight manual controls. All include manual pushbutton stations. It will automatically sound a pre-discharge alarm, release doors and windows, shut off fans, motors and machinery, and perform other functions. **For More Information Circle No. 123.**

ELECTRONIC COMPUTER

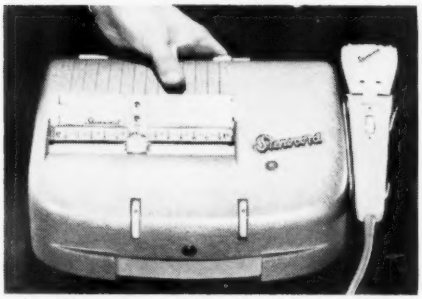
Burroughs Corp., Detroit 32, Mich., announces the Burroughs B251 Visible Record, a high speed, solid-state computer designed for banks. The computer reads information directly from checks, deposit slips and other documents of varying thicknesses and sizes, processes the information and automatically computes, selects and posts directly to the correct customer's account record. The system will automatically perform all work in a bank's bookkeeping and statistical analysis departments including check handling, proving, bookkeeping and preparation of customers' statements and bank records. Flexibility will permit banks to use it for checking and savings accounts, installment loans, mortgages and other accounting operations. It also provides accounting and statistical reports for management. Four units comprise the system. A fast sorter reads checks, deposit slips and other media with printed magnetic ink characters including account numbers, amounts and other required data. The computer is completely transistorized with magnetic core memory. It processes data read by sorter and sends it to the record processor where items are automatically posted on ledger and statement forms, proved and customer's current balance computed and printed. The system will reject checks on which stop payment orders have been placed and refuse payment of checks if an account is overdrawn. It also can accomplish balance transfers, compute and post service charges and account profitability information, and accumulate trial balances,

all at the same time. As a by-product it will provide accounting and statistical data for management decisions, including reports on inactive, overdrawn and closed accounts, and significant balance changes. Specially-built rooms, air conditioning and humidity controls are unnecessary. System is simple to operate and requires only one person in attendance. It prints 200 lines per minute. Printing format is controlled from a plugboard in the console. List price for the computer is $217.400 and it will rent for $3975 a month. **For More Information Circle No. 197.**



DICTATING MACHINE

Stenocord of America, Inc., 29 Broadway, New York 6, N. Y., announces the Model B Stenocord magnetic belt dictating machine which costs only $199.50 plus tax. The 9 lb. portable unit is 11¼″ wide, 9″ deep and 4″ high. Its erasable recording belts are reusable indefinitely and can be mailed or filed. A single button on the



microphone controls all actions: dictate, stop, playback, backspace. Microphone can be used in either hand. Transcriber foot-pedal controls start, stop and repeat. Machine's clarity and fidelity allow transcriber to follow every syllable without excessive volume. The Stenocord will also record conferences and telephone conversations. Machine is fully guaranteed. **For More Information Circle No. 193.**

PAPER CALCULATOR

Eastern Fine Paper & Pulp Div., Standard Packaging Corp., Bangor, Me., has produced a Paper Calculator for paper users. Distribution is through Eastern franchise merchants. The Eastern Paper Calculator is of the wheel rather than the

slide rule type. Accurate, sturdy, easy-to-use, it provides a fast and practical way to determine equivalent ream weights in any substance of book, bond, ledger, writing or cover paper. **For More Information Circle No. 179.**

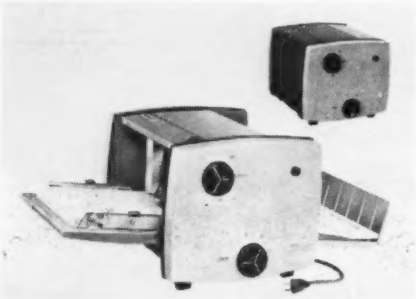
WHITEPRINTER

Copymation, Inc. (formerly Peck & Harvey Mfg. Corp.), 5650 N. Western Ave., Chicago 45, Ill., announces the deluxe speedmaster Model 1400CS semi-

automatic 44″ volume-production dry process whiteprinter. In addition to many regular P&H features, unit has a transparent plastic tracing tray that enables operator to see the feed-in of materials, automatic side travel control for developer belt, four double casters and leveling pads, and pushbutton ammonia pump. Many advanced features facilitate reproduction operations. Anyone can easily print and develop black-line, blue-line, and other colored-line whiteprints as needed. Quickly produces exact, same-size copies of tracings, drawings, diagrams, sketches, charts, reports, letters or forms from any translucent original whether drawn, written, typed, printed or photographed. Handles cut sheets or roll stock up to 44″ wide by any length. Synchronized two-step semi-automatic printing and developing speed up to 14 ft. per minute. Electronic drive provides instant and continuously variable speed change. Full stop and reversal control for emergency return of originals. Separate storage compartments for cut sheets and roll stock. Perforated Teflon screen in developer section protects originals. Size 60″ x 20″ x 62″ high, plus 12″ feedboard. Operates on 115-volt, 60 cycle AC, 1500 watts. Priced at $1595, or monthly lease at $55.83. **For More Information Circle No. 157.**

SPIRIT DUPLICATOR

Bohn Duplicator Co., 444 Park Ave. South, New York 16, N.Y., announces the BDC Rex-Rotary R-11 Spirit Duplicator styled by Burton Tysinger so that feed and received trays fold into the attractive, self-contained, dust-proof case that occupies less space than an office typewriter. Patented wick prevents flooding even on narrowest masters. Master clamp itself is completely automatic. All operating controls are interlinked. One control separates all rollers and shuts off fluid supply. A single sheet feed cycle is provided and, for systems applications, the R-11 may be operated from the front by seated operator. Additional features are Nylon gears that require no lubrication, perfect registration, raise and lower copy control, and a reset copy counter. Available in electric and hand operated models and guaranteed for one year. **For More Information Circle No. 160.**



CHECK PROTECTOR & CARD PUNCH

Hedman Co., 1158 W. Armitage Ave., Chicago 14, Ill., announces the Keypunch Protector consisting of their Royal Keyboard Check Protector with a built-in key punch mechanism that automatically

punches the amount in tabulating card checks and money orders at the time they are imprinted. Regulation key punching is used in consecutive columns, and single or multiple punched card sets are accurately positioned for positive registration. Cards can be processed in tabulating equipment

immediately. This not only saves time but eliminates errors, as the punched amount always corresponds with the protected amount. The Royal Companion Check Signing and Dating machine operates as a unit with the Keypunch Protector. Thus, card checks can be protected, key punched, signed and dated automatically, all in one operation. This provides bank reconciliation for small and medium size companies. They can use punched card checks without the expense of separate key punching. No experience is needed to operate the machine since it is basically the same F&E Check Protector that has been used for almost half a century. **For More Information Circle No. 199.**

PORTABLE TYPEWRITER

Inter-Continental Trading Corp., 90 West St., New York 6, N. Y., announces the Olympia SM 4 Portable Typewriter which has a key-set tabulator. Setting key (+) and release key (—) are conveniently located on the keyboard, to the right and left of spacebar. A special release lever (at right of carriage) provides for complete

release. Standard equipment includes correcting spacebar which also can be used for margin alignment, touch control, self-erecting paper support and Plexiglas alignment guide which automatically guides the paper. The SM 4, like all Olympia portables, is equipped with sprung keys, platen knob as well as carriage and keyboard lock. There is a choice of type faces and keyboards for different languages and different purposes. The standard carriage of the SM 4 is 9½″ wide but machine is also available with a 13″ carriage. This model with keyset tabulator is especially suitable for work on lists, statements and commercial correspondence. **For More Information Circle No. 113.**

DICTATING MACHINE

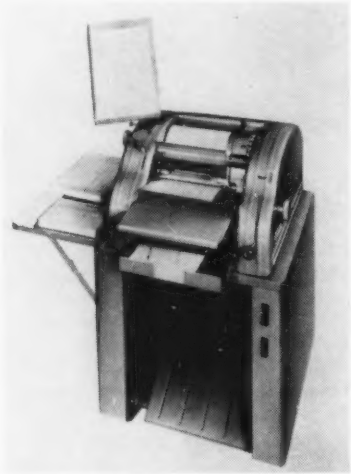
DeJur-Amsco Corp., 4501 Northern Blvd., Long Island City 1, N.Y., offers the Stenorette Companion, a self-powered, fully transistorized, portable dictating machine no larger than a medium-sized book. Like the standard office-size Stenorette, the Companion, complete with microphone, uses magnetic tape which can be reused indefinitely. Reels and tapes are

completely interchangeable with a standard office dictating instrument. Entirely pushbutton operated, it provides up to 50 minutes of recording time on extended play tape and up to 30 minutes on standard tape. Built-in linear progress scale for location and indexing of any portion of recorded material indicates balance of recording time on the tape reel in use. A fully self-contained unit, it plays back via hand microphone speaker. An automatic recording level volume control permits uniform playback regardless of change in volume during recording. Can be used four hours on a fully charged battery, equivalent to approximately 80 pages of dictation. Nickel-cadmium battery can be recharged indefinitely by plugging it into an accessory 110-volt AC charger. Accessories include connecting cable which

will recharge the battery while connected to an automobile cigarette lighter socket, so that user may dictate in a car without affecting the battery charge. Unit will operate in any position and at any altitude or depth. Die-cast magnesium alloy frame can withstand hard usage, and is housed in a light gray plastic case with retractable handle. Price is $199.50 plus tax. **For More Information Circle No. 145.**

SPIRIT DUPLICATOR

Copy-Craft, Inc., 105 Chambers St., New York 7, N. Y., announces an automatic spirit duplicator which can pick up from one to 25 lines from the heading portion of a spirit master; also any desired group of from one to 25 consecutive lines from the body of the master, all in one operation, and bring these selected lines



together in condensed form on one or more run-offs. This Ormig Selective Spirit Duplicator, the AVX Universal, lends itself particularly to order writing and invoicing where the length of the description for the different items ordered is varied. It is also recommended for production control systems where part of the operation calls for a long description. Besides selected copies, the AVX also can produce full copies of all the information appearing on the master. All operations are accomplished through inner mechanism of the machine without using masks, blockouts or shingled forms. The machine features front delivery of copy, adjustable pressure control, automatic master clamp, and an indicator that shows top and bottom of selected line groups. **For More Information Circle No. 101.**

CLEANING CLOTH

Chicopee Mills, Inc., 45 Worth St., New York 13, N. Y., has added a fire retardant and a germicide to its treated semi-disposable Masslinn Cleaning Cloth. When used with a Masslinn sweeping tool, complete floor or wall areas can be cleaned without dust, and without oiling, dampening or chemical sprays. The tool holds one cloth so that its entire surface is used for long

periods of cleaning before disposal. Inexpensive enough to discard after long use, low cost production methods make it possible to add desirable ingredients which are always fresh and uniform with each change. The cloth is a flannel-like nonwoven fabric which absorbs and retains dust and dirt. It is uniformly impregnated with a special emulsion for maximum pick-up and does not leave any deposit on the floor or edges of rugs. It imparts a clean, lustrous finish to floors with no slip hazard. For illustrated brochure and free sample cloth, **Circle No. 218.**

Everything is in the drawers—letter trays, phone, wastebasket, etc.

How to get a new outlook on work

This ingenious desk eliminates top clutter and drawer hodgepodge

It's remarkable how a clear desk top and orderly desk drawer interiors can give office people a fresh, new outlook on work. That's exactly what a Shaw-Walker "Clutter-Proof" Desk does.

The rewards are great—better work, faster, easier—and *working space on desk top is nearly doubled.*

How's it done? Fully 75% of the things that drift around on tops of other desks have a specific place *inside* this *"Clutter-Proof"* desk.

There are off-the-desk trays for incoming, outgoing and pending letters. Off-the-desk space for work-organizers, work-separators, deferred projects, tickler, binders, books, pads, forms, card lists. And—imagine this—there's even an in-drawer wastebasket and provision for in-drawer phone.

This Shaw-Walker "Clutter-Proof" Desk has an unparalleled record for work efficiency and space economy in offices of every size. See it at our local dealer or branch store or write for "Facts Folder" Shaw-Walker, Muskegon 14, Michigan.

"Built Like a Skyscraper"

SHAW-WALKER

Largest Exclusive Makers of Office Equipment
Muskegon 14, Mich. Representatives Everywhere

For More Information Circle No. 371

FOLDING ARMCHAIR

Clarin Mfg. Co., 4640 W. Harrison St., Chicago 44, Ill., announces the latest addition to the Clarin family, the upholstered folding armchair. This chair has all the attributes of the other Clarin Reserve Seating Chairs, plus arms that fold with the chair down to 3″. Photo shows a group of these chairs arranged for a school board meeting in the high school at Downey, Calif. Seat, back and arms are upholstered in Naugahyde, Nylon, or Gro Point, and come in a variety of attractive colors. **For More Information Circle No. 164.**

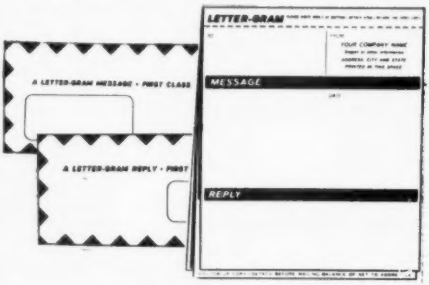
STORAGE CABINET

Borroughs Mfg. Co., 3010 N. Burdick St., Kalamazoo, Mich., has added a 42″-high swinging-door cabinet to its line of 78″-high swinging-door cabinets. This cabinet, like its taller counterparts, is 36″

wide, in depths of 18″ and 24″, and has a central, single heavy duty handle with built-in lock. Doors have three-point latching, and swing completely open for full accessibility. Shelves are adjustable on 2″ centers without tools, nuts or bolts. **For More Information Circle No. 151.**

CORRESPONDENCE FORM

Letter-Gram Co., 4748 Chestnut St., Philadelphia 39, Pa., makes Letter-Gram forms for business correspondence. Combining the features of both letters and telegrams, the Letter-Gram is designed to cut clerical costs, speed outgoing correspondence and bring faster replies. Printed on gold-color stock to attract attention to the correspondence, a Letter-Gram consists of a 3-part snap-out form (original, follow-up copy, and copy for recipient's files) plus



a window outgoing envelope and a window reply envelope. User company's return address and slogan are printed at the top of each sheet. For free samples of this form, **Circle No. 208.**

RECORDER FOR TELETYPE

Dictaphone Corp., 730 Third Ave., New York 17, N.Y., makes the Dictaphone Telegram Recording-Reproducing Machine for use where day-to-day operations require volume transmittal of messages over

Gilbert SUPERASE BOND

Typing errors . . . even whole phrases . . . can now be erased like magic with just an ordinary soft rubber pencil eraser. There's no smudge—no smear. Pen and ink signatures, however, are just as permanent as on regular bond paper.

Gilbert Superase Bond is also excellent from an appearance standpoint. It has the smart cockle finish always associated with quality papers, and it has a sparkling whiteness—good opacity.

In printing for letterheads or formwork Gilbert Superase Bond requires no special handling. It is not slippery, will take any hard drying ink, and there is no tendency toward "tackiness." Your printing supplier or Gilbert Merchant can give you complete information.

Send for Free Superase Folder, which includes erasure testing area.

For More Information Circle No. 301

Gilbert Paper Company
Menasha, Wisconsin

0

Gentlemen: Please send Free Superase Folder with test area.

Name .....

Firm Name .....

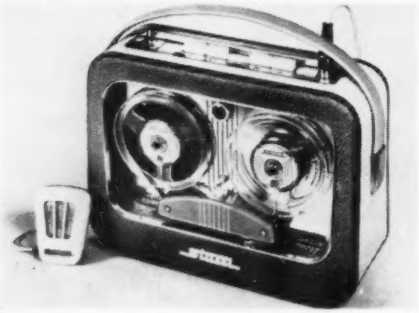
Street .....

City ..... Zone ..... State .....

Teletype circuits. Located in an organization's Teletype center, it permits an executive to pick up his phone and dictate a message for recording by machine and subsequent transmittal by Teletype. The machine consists of two recording-reproducing units employing plastic Dictabelts arranged so that teletypist can transcribe on teletypewriter messages recorded by one of the units while other continues to record messages. Dictator can speak rapidly into phone and does not have to depend on secretary to take dictated message in shorthand, then type it for delivery to teletypist. Chances of error in taking and typing message are reduced; receipt of it by teletypist is speeded; her peakloads are eased. Recording can continue if teletypist leaves machine unattended for short periods. Each Dictabelt can record 30 minutes of dictation. Since recording is visible and Dictabelt does not have to be removed from machine when teletypist reproduces message for transcription on teletypewriter, there is no possibility of recording over a previously recorded message. Teletypist has complete control over speed and sound volume when transcribing. **For More Information Circle No. 190.**

DICTATING MACHINE

Ercona Corp., 16 West 46th St., New York 36, N.Y., announces the Stuzzi Magnette, a fully transistorized, battery operated, completely portable tape recorder. Manufactured in Austria, the Stuzzi Magnette weighs only 8 lbs. The self-contained high-flux loudspeaker system provides superior tone quality for dictation or conference recording even under adverse conditions in any position. Vibration-proof machine has modern amplifier system with seven transistors and two diodes for ample volume and reliable performance on all occasions. High styled case is functional and attractive. Easy to load, easy to operate, the double-track, dual-speed unit provides velvet-touch individual pushbutton controls for stop, record, replay, fast forward and reverse, and amplifier only. There is a battery life indicator, three-digit counter with zero setting, magic-eye, pause button and safety button that prevents accidental erasure. Priced at $269.50 including moving coil microphone, reel of tape, empty reel, shielded cable with plugs and operating instructions. **For More Information Circle No. 127.**



TEN-KEY KEYBOARD

Victor Adding Machine Co., 3900 N. Rockwell St., Chicago 18, Ill., has developed a lightweight portable ten-key keyboard which fits comfortably into the

palm of the hand. Encased in durable gold anodized aluminum, the keyboard has broad applications for all types of remote numerical transmission and inventory work. Information is entered serially as with any standard ten-key accounting machine. Receiving the data may be a Victor Digit-Matic adder, calculator, printer,

Street .....

City ..... Zone ..... State .....

MENASHA, WISCONSIN

This is an unretouched photo of an actual sample of the sharp printing press quality anyone can obtain with the new electric BDC Rex Rotary mimeograph. Prints photos, drawings, newspaper clippings without messy drum or ink pad. No dirty hands or soiled clothes. Automatic inking . . . 3 minute color changes . . . anyone can operate . . . prints from postcard to legal size . . . up to 4,700 copies per hour. Cost? Far less than ordinary electric mimeographs.

BOHN DUPLICATOR COMPANY

Mail coupon for more information.

BOHN DUPLICATOR CO. Dept. 0-10
444 Park Ave. South, New York 16, N. Y.

Please send free portfolio of actual work samples.

NAME _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____

For More Information Circle No. 257

your company is judged by the office you keep

This Cole Steel office affords a discriminating setting combining luxury with efficiency, comfort with quiet good taste. Desks, credenza, settee and chairs harmonize in texture as well as color . . . and are constructed to last a lifetime. Here is but one example of how Cole Steel office furniture creates the office you want . . . the impression you want to give.

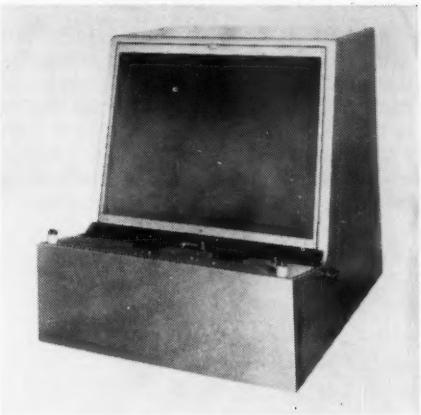
Cole Steel gives you the distinctive atmosphere that reflects the character of your organization, and makes your office an inspiring place to work. See for yourself why Cole Steel is so far ahead in the office equipment field. Send for our FREE color catalog . . . today. Cole Steel Equipment Co., Inc., Dept. 37, 415 Madison Ave., New York 17, N. Y.

COLE STEEL

NEW YORK CITY • CHICAGO • PHILADELPHIA • LOS ANGELES • SAN FRANCISCO • HOUSTON • ATLANTA • TORONTO, CANADA

For More Information Circle No. 239

any solenoid activated office machine, tape punches, or other electronic data recording device which can supply required voltage (supplemental currents can be provided for at individual request). Digit capacity of hand keyboard is unlimited, depending solely on limitations of receiving device. In addition to regular ten digit keys, keyboard has a motor bar and two special code keys which can be adapted to specific needs. Durability of all keyboard characters is assured through a double injection molding process. Keyboard weighs 12 ozs., is 3¾″ wide, 1½″ high and 4¼″ deep. **For More Information Circle No. 148.**



MICROFILM CARD READER

Micro-Fax Div., Eugene Dietzgen Co., 218 East 23rd St., New York 10, N. Y., makes the Micro-Fax KG 15 reader for engineering drawings and other large documents on 35 mm microfilm. The reader's 18″ x 24″ screen, made of plastic crystals, and 500-watt lamp provide an even, brilliant screen image. Fingertip controls are conveniently located in the front for maximum operator efficiency and comfort. Entire Filmsort D aperture cards can be projected without scanning. Adapter allows projecting roll film. A special provision is built into the reader to permit making full-size prints. **For More Information Circle No. 203.**

Quiet Automatic Office Machine Noise

with a Gates Acoustical Cabinet

MODEL EF 3145
used with Flexowriter

VISIT US AT BOOTH 102K
NATIONAL BUSINESS SHOW OCT. 19 - 23.

Machine noise can be a disturbing and distracting factor in an otherwise highly efficient office. Gates Acoustinet has found the solution to this problem with scientifically designed cabinets which absorb office machine clatter and allow business employees to concentrate fully on their work. A quiet office means a more efficient office, with Gates Acoustical cabinets.

Write for details. Give machines, makes, models you use and measurements.

Gates ACOUSTINET INC.

609 SPAULDING YATES BLDG., SHERIDAN DR. · BUFFALO, N. Y.

PAPER CUTTER

Michael Lith Sales Corp., 147 West 45th St., New York 36, N.Y., announces that a 32″ size Kutrimmer combination paper cutter and trimmer has been added to the regular line and is available in both a table and floor model. When Kutrimmer was introduced last year its outstanding feature was cutting up to 50 sheets at one

time. The 32″ model is heavier and can cut stronger materials, such as linoleum and very heavy board. Hand clamp or foot treadle insures precision cutting of novelty stock such as photos and film negatives, carbon paper, foils, rubber, felt, thin plywood, leather, fabrics, and thin soft metal. A measuring device provides for multiple cuts, and a hand clamp (table models) can be swung aside in seconds when necessary for special cutting. Knife is of high quality steel tempered for highest cutting efficiency. Kutrimmer is sold in four sizes: 14⅜″, 22″, 28″, 32″. The 28″ and the new 32″ size also come as treadle-operated floor models complete with stand. For descriptive literature, **Circle No. 178.**

FLUORESCENT FIXTURES

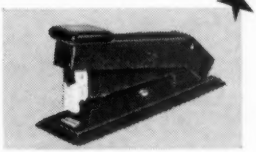
Ruby-Philite Corp., 32-02 Queens Blvd., Long Island City 1, N.Y., announces its series 20 and 21 Philite fluorescent fixtures for modern low ceiling building construction. Series 20 is 4″ deep in 4 and 8 ft. lengths for 48″ Rapid Start Lamps or 48″ and 96″ Slimline lamps: widths 2 lamp 11¾″; 4 lamp 21″. Choice of luminous Polystyrene or metal sides. Metal baffle louvers with 35° x 35° or 35° x 45° shielding hinge downward from either side for easy lamping and maintenance. Available with open top or top enclosures.

Series 21 is 2⅞″ deep in 4 and 8 ft. lengths for 48″ Rapid Start lamps or 48″ and 96″ Slimline lamps: widths 2 and 3 lamp 14¼″; 4 and 6 lamp 27″. Five different easily removable hinged bottom enclosures for a wide range of seeing requirements: Plexiglas, vinyl, plastic louver, Alba-Lite glass and Corning No. 70 lens. Metal sides. Simple lines make it appear even thinner. Both series may be surface or pendant mounted, individually, in continuous rows, or in patterns as desired. Constructed of die-formed, heavy gauge steel, pro-copperized base for protecting against corrosion, chipping and peeling and finished in white 300° baked Duralite enamel. **For More Information Circle No. 129.**

BOSTITCH B8R STAPLER. Staple with it. Tack with it. Use it as a fastening plier. Remove staples with it, too.

It's the most versatile office stapler you can have. Built to give you years of fastening service and convenience. Ought to be on every desk in your office. Only $3.30*.

FOR HEAVY-DUTY FASTENING—Where there's lots of stapling to do and do fast—use a Bostitch B5 Desk Fastener.



Also available with 12 and 18 inch throats for wide work. Standard model only $8.75*.

See these and other Bostitch staplers for every office fastening job at your stationer's.

Fasten it better and faster with **BOSTITCH®**
STAPLERS AND STAPLES

*Suggested list prices. May be slightly higher in the West and in Canada 310 Briggs Drive, East Greenwich, Rhode Island

For More Information Circle No. 249

TABULATING SHEET BINDER

Wilson Jones Co., 209 S. Jefferson, Chicago 6, Ill., has developed a GrayLine binder for marginally punched machine tabulating forms with posts of Zytel Nylon which is flexible and durable and can hold a great bulk of tabulated records. Loading is simplified because you can take two or

three inches of pages, bend the post and thread it easily through the sprocket holes. A single binder can house up to 3000 sheets and everything on each sheet can be read (see lower binder in photo). Cycolac locking mechanism is flush with cover, permitting binders to be stacked or slipped easily off and on crowded shelves. **For More Information Circle No. 110.**

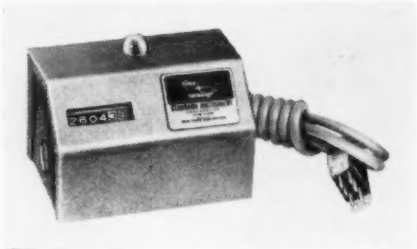
ADDRESSING MACHINE

Scriptomatic, Inc., 306 North 11th St., Philadelphia 7, Pa., announces the Model 10-S Addressing Machine designed to bring automatic list handling and addressing selectivity within reach of every mailing list user. An electronic sensing feature permits the machine to read information punched on card masters and selectively address and count simultaneously without disturbing file sequence. The master also can be a card for IBM, Remington Rand or other punched card systems. Speed and simplicity are important features of the compact Model 10-S. There are no hand levers, footpedals or belt conveying mechanisms. You can switch from automatic feeder to hand feed in less than a minute which makes the machine ideal for most list handling, large or small. The manufacturer claims the machine pays for itself

quickly in savings through the use of punched card masters and ties in addressing and list handling with the trend to automation in office procedures. **For More Information Circle No. 177.**

MACHINE TIMER

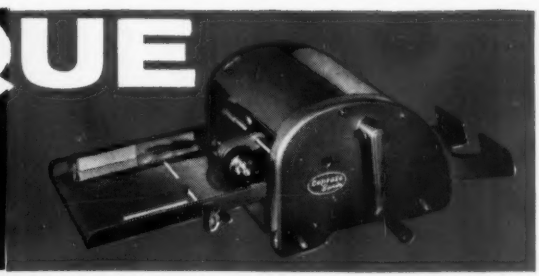
Standard Instrument Corp., 657 Broadway, New York 12, N. Y., makes the Series TTJ Time Totalizer that automatically totals an office machine's exact pro-



ductive time in hours, tenths and hundredths on its easy-to-read six-digit indicator. Low in cost and easy to install, the unit can be instantly removed and plugged into another machine without interrupting

UNIQUE

Copease® Banda® SPIRIT DUPLICATOR



The low price, simplicity, versatility, and exclusive features of the Model 5CB and Model 15 Copease-Banda Spirit Duplicators make them unique. Copease-Banda reproduces up to 6 colors at one time on any type, shape, or size paper up to 9"x 14" with absolutely critical register and startling fidelity. One demonstration of the Copease-Banda has convinced countless businessmen world-wide that Copease-Banda is not only the most practical machine for general duplicating, but the most economical to operate. If you desire duplicating benefits no other machine can offer, it will be worth your while to investigate the Copease-Banda 5CB and 15. A complete line of 25 different models of Copease-Banda Duplicators is manufactured by the world's leading producer of quality systems and general duplicating equipment.

The coupon below brings information by return mail. Dealer Inquiries Invited.

COPEASE CORPORATION
DUPLICATING DIVISION
425 PARK AVENUE
NEW YORK 22, N. Y.
PLAZA 3-6692

Dept. O-10

PLEASE SEND ME INFORMATION ON THE COPEASE-BANDA 15 AND ITS COMPANION MODEL, THE COPEASE-BANDA 5CB.

NAME_____

COMPANY_____

STREET_____

CITY_____ STATE_____

For More Information Circle No. 275

machine operation. Plug includes grounding wire for safety. Pilot light on top is visible from any direction and indicates when machine is operating. For illustrated literature showing the different office machines most often monitored, **Circle No. 192.**

TAB CARD TRAYS

Ever-Safe Co., Div. Schwarb Safe Co., Lafayette, Ind., makes tabulating card trays designed to fit into legal size insulated vertical filing cabinet drawers for fire protection. Four card trays will fit into one

legal size file drawer, providing fire-protected storage for 13,200 cards per file drawer. Trays are made of 18-gauge steel and have positive ratchet type compression blocks. Each tray holds 3300 punched cards and trays are easy to carry and stack. Some offices use a two-drawer desk-high insulated legal file to house 26,400 cards. **For More Information Circle No. 212.**

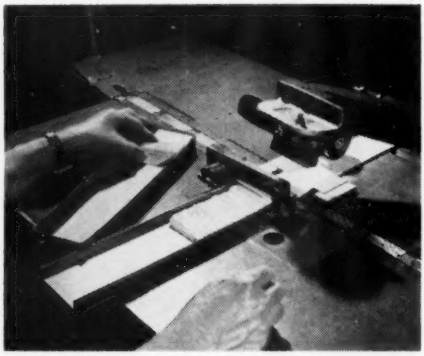
ROCKING CHAIR

Richcraft Furniture Corp., Box 2353, Tulsa, Okla., makes the Rock-It 88 moderately priced spring supported chair that is designed for use in office or reception room. When occupant sits down, he feels chair's pendulum motion. Optional wall-saver base is available for chairs used along a wall. Chairs are upholstered in

elastic-backed material over no-sag springs padded with rubberized hair. Choice of blonde or walnut finish plus a selection of colors to suit any decor. For catalog containing swatches, prices and full information. **Circle No. 171.**

LABEL ADDRESSER-CUTTER

Mail-Aids Div., Mailers Service, 63 South 13th St., Minneapolis 3, Minn., offers the Mail-Aid Label Cutter that permits one operator to imprint and cut

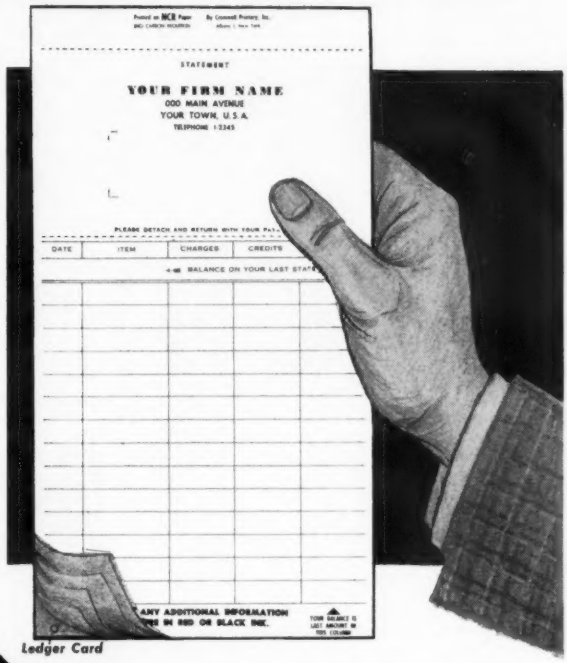


6000-8000 labels per hour in one operation, as easily as running a strip list. Device fits all Speedaumat addressing machines equipped with strip lister. Price is $145. **For More Information Circle No. 137.**

Cut Billing Paperwork 75% with Cromwell's

NEW *5 in 1* COMBINATION STATEMENT-LEDGER

Cromwell's new 5 in 1 combination statement-ledger form reduces billing paperwork to less than one-quarter of usual methods. One 5-part NCR (no carbon required) form provides four monthly statements for customers and accurate ledger card for office use. Forms can be posted by hand, typewriter or billing machine. THREE 5 in 1 FORMS HANDLE AN ENTIRE YEAR'S BILLING!



Ledger Card

FREE!

Samples of the 5 in 1 form, and Cromwell's complete catalog of time-saving efficiency forms sent on request with this coupon. SEND TODAY!

CROMWELL PRINTERY, INC.
CHURCH AT BLEECKER, ALBANY 1, NEW YORK

Please send me without obligation; samples and complete information on 5 in 1 Statement-Ledger Forms.

NAME.....

COMPANY.....

ADDRESS.....

CITY & STATE.....

For More Information Circle No. 388

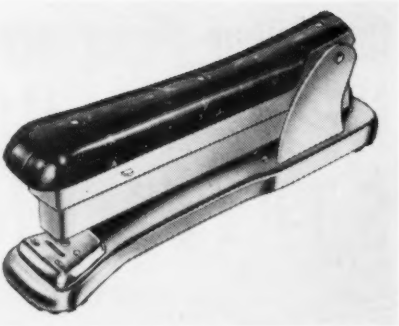
MACHINE AIR CLEANER

Thomas Industries, Inc., 410 S. Third St., Louisville 2, Ky., makes the Sprayit 408 universal air cleaner for maintenance of office machines and precision equipment. Designed to solve on-the-spot cleaning problems, and engineered to float off clogging dust and dirt without disturbing the lubricants of delicate mechanisms. Weighing only 6½ lbs., complete with 7 ft. rubber tube to pinpoint the air stream from its ¼ hp compressor-motor, the air cleaner can be carried easily in a

service man's kit. Its use will not disturb office or store routines. It has a rugged rotary vane compressor in a die-cast aluminum housing and is permanently factory lubricated. The General Electric, 115-volt, AC/DC, 50/60 cycle motor is approved by Underwriters Laboratories. Supplied complete with built-in silencer and air cleaning nozzle. Hose has ¼" metal fittings to accept standard cleaning or accessory spray guns. Line cord includes on-off switch. Guaranteed one year, the complete Sprayit 408 is $38.75. An accessory spray gun for spraying all paints, liquid wax, etc., is $8.95. **For More Information Circle No. 132.**

STAPLER

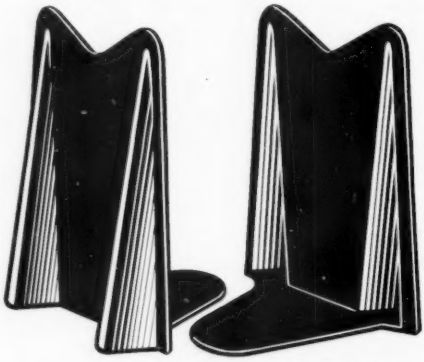
Ace Fastener Corp., 3415 N. Ashland Ave., Chicago 13, Ill., makes the Ace Cadet Stapler-Tacker, featuring instant Flip-Top loading. It staples, tacks, pins with a movable anvil and fits the hand for use as a plier. It is chrome plated, has rubber feet and is described as rugged,



durable and handsome. Compact unit holds full strip of 105 standard staples; is available in four colors. Stapler's throat depth is 2 9/16", length is 5¼"; priced at $4.75. **For More Information Circle No. 234.**

BOOK SUPPORTS

Estey Corp., 1 Catherine St., Red Bank, N.J., announces the Streamliner plastic book support molded in one piece of high-impact polystyrene, resulting in a clean-cut, modern appearance and great strength. Designed for library and office use, supports are attractive enough to use in the



home. Available in red or black, 6" high; nest compactly for storage. Cannot rust or peel and will never need refinishing. Will not mar books or shelves. Cannot get lost on bookfilled shelves. Packaged 20 of one color per box; 1-10 boxes are $7 per box; 11-49 boxes are $6.65 per box. **For More Information Circle No. 126.**

DRY BEFORE IT HITS THE TRAY

Klean Write Super Emulsion Duplicating Inks!

Klean Write Super Emulsion Inks will revolutionize stencil duplicating! Run your finger over the copy as it comes from the machine—absolutely dry! No slip sheeting, no blurring, no soaking through! And yet, the ink can NEVER dry on the ink pad!

You've never seen anything like it! Copies as dark, sharp and clear as you get from *offset printing* . . . and that holds true whether you make 15 copies or 15,000 because Klean Write Super Emulsion Inks *cannot* damage your stencils.

A chemical miracle from the research laboratories of the Frankel Manufacturing Company, world leaders in duplicating supplies for 53 years.

In Liquid or Semi-Paste form, for use on any duplicating machine

Klean Write 726 SE Liquid
List Price $2.50 lb.

Klean Write 200 SE Semi-Paste
List Price $2.90 lb.

Special Discounts to Letter Shops

FRANKEL MANUFACTURING CO.
285 Rio Grande Blvd. • Denver 23, Colo.

Try it once—we know you'll never use anything else!

Frankel Manufacturing Company
285 Rio Grande Blvd. • Denver 23, Colorado

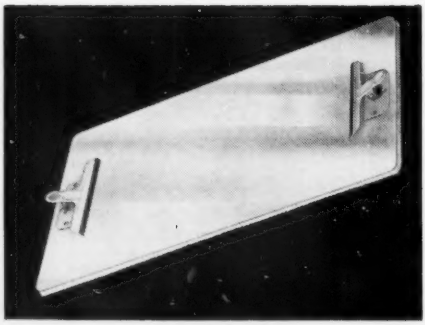
Please send me a trial order of Klean Write Super Emulsion Stencil Duplicating Ink. If I am not completely satisfied I will return the unused portion of the order and remit no payment.

Check One:
Klean Write 726 SE Liquid ☐ Quantity _____ lbs.
Klean Write 200 SE Semi-Paste ☐ Quantity _____ lbs.

Name _____
Firm Name _____
Address _____
City _____ **Zone** _____ **State** _____

For More Information Circle No. 312

OFFSET PLATE HOLDER



Litho Research, Inc., Dept. OM, 14339 36th Ave. N. E., Seattle 55, Wash., announces the Grip-Tite Plate Holder which eliminates awkward and messy one-hand manual hold-down of pre-sensitized plates while applying developing and processing solutions, gumming, etc. It also banishes the usual cluttered pile of newspapers as a working base for plate processing. The unit has a body of heavy-gauge Duralumin at each end of which is a strong, spring-loaded clamp with jaws slightly outside the

FINGERTIP FILING . . . with WASSELL Rotor-Files

Wassell Rotor-Files swing at a finger touch—no stretching or bending, no pushing or hauling. One girl, from a comfortably seated position, can reach **the equivalent of 32 drawers** of file folders at the flick of a finger.

- ★ **50% saving in filing time**
- ★ **Up to 40% saving in floor space**
- ★ **Over 100% improvement in file clerk morale**
- ★ **75% saving in physical effort**
- ★ **At least 50% saving in executive waiting time**

Write now for full information on Wassell rotary filing systems—for orders, correspondence, cards, tub filing, and/or books.

WASSELL ORGANIZATION, INC.

DEPARTMENT 0-10 • WESTPORT, CONNECTICUT • ESTABLISHED IN 1935

For More Information Circle No. 391

Speed-O-Print

THE GREATEST Photo-Copier OF THEM ALL!

NOTHING TO MIX
. . . NOTHING TO SPILL.
COPIES IN SECONDS.
AUTOMATIC PAPER EJECTION.
CAPACITY TO LEGAL SIZE.
PORTABLE—LIGHT WEIGHT.
SIMPLE TO OPERATE.
LOW PRICE.

Designed by DAVE CHAPMAN INC.

Copies Everything in Sight IN SECONDS

SPEED-O-PRINT CORPORATION
1801 W. Larchmont Ave., Chicago 13, Ill.

SEE WHY SPEED-O-PRINT IS THE GREATEST PHOTO-COPIER OF THEM ALL . . .

MAIL COUPON TODAY. NO OBLIGATION

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Write it ONCE!

Not double-talk. Just a proven method of advanced bookkeeping with the COLONIAL Pay SYSTEMS. Payroll—Accounts Payable—Accounts Receivable.

for the ACCOUNTANT: Maximum control without repetitive postings . . . Ledgers in agreement with controls . . . Records are provided for faster and more effective auditing.

for the BUSINESSMAN: Records are always current . . . Errors in transposition are avoided . . . End overtime . . . Train personnel in minutes . . . No peak periods at any time of the month.

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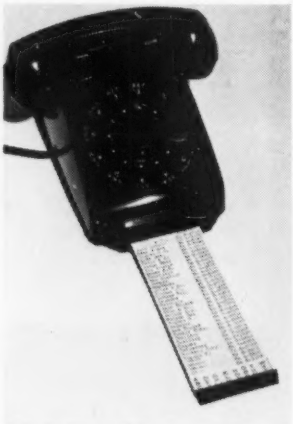
For More Information Circle No. 392

actual printing area of the plates. The clamps grip plate ends firmly, leaving printing area clear and allowing platemaker to develop, process and gum plates without getting solutions on the ears of the plates, keeping them cleaner to handle. The base is 2″ wider than the plate for which it is designed, allowing a 1″ working margin around plate and making it easy to confine solutions to the plate and holder itself. A ¼″ layer of synthetic foam cemented to the under-side prevents the unit from skidding on any surface, no matter how vigorously plates are swabbed or rubbed. The holder allows the user to have both hands free for processing operations, keeping the hands out of chemical solutions. A thinner, more uniform and faster-drying coating of gum can be applied when the Grip-Tite Holder is used. The initial model is for all Multilith 1250 plates (aluminum, paper, plastic, etc.), and costs $8.95. Sizes to fit plates for other presses are in process. For descriptive folder, **Circle No. 220.**

TELEPHONE INDEX

Melcar Office & Business Equipment, 480 Canal St., New York 13, N.Y., announces its handy Calldex Phone Index

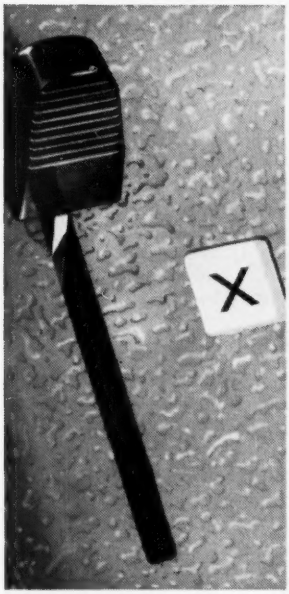


which cannot stray because it is anchored securely to the base of the phone where it fits snugly out of sight. All that protrudes is a small tab. To use, just slide out the

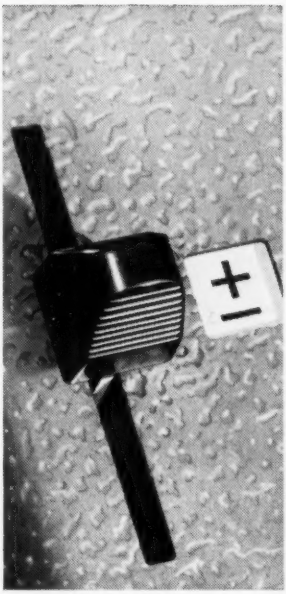
Victor's new, completely automatic printing calculator with the

New Simpla-Key

Lets you automatically multiply, add, subtract, or divide with a flick of One Key!



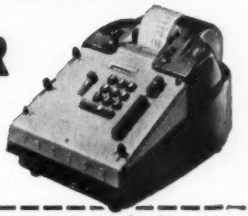
Flick Up to Multiply



Center to Add, Subtract

Flick Down to Divide

VICTOR Automatic Printing CALCULATOR



Imagine! Multiply, divide, add or subtract with the new Victor Calculator—all automatically! Just flick the Simpla-Key—enter figures as you'd write them—and the machine does the rest. Unbelievable!

A printed tape, with a true symbol, identifies figures entered and operation performed. See the unique Victor Calculator today. Convenient terms. See "V" for Victor in the adding machine section of the Yellow Pages.

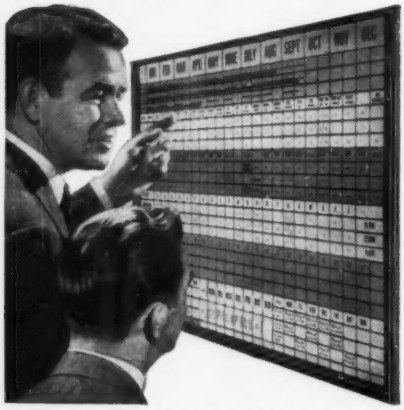
VICTOR ADDING MACHINE CO., CHICAGO 18, ILL.
Victor Adding Machine Co., (Canada), Ltd., Galt, Ont.
Manufacturer of Business Machines, Cash Registers, Business and Industrial Systems, Electronic Equipment, Electri-Cars.

Victor Adding Machine Co., Dept. O-1059
Chicago 18, Illinois
Send me complete new brochure on Victor Automatic Calculator.

Name_____
Company Name_____
Address_____
City_____ Zone____ State____

For More Information Circle No. 274

You Get Things Done With Boardmaster Visual Control



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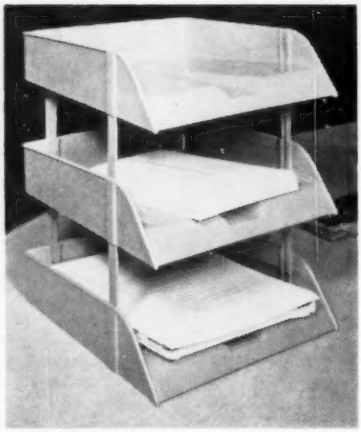
For More Information Circle No. 424

For More Information Circle No. 425

tab and you have at your fingertrips over 300 names indexed from A to Z and an extra sheet for frequently called numbers. Sheets are ruled for convenient listing and can be removed or replaced as often as desired, for additions or correction. Made of durable, rigid vinyl to last for years, a clear plastic cover protects index listings from becoming smudged or dog-eared. Available for $1 postpaid. Can be imprinted for quantity users. **For More Information Circle No. 120.**

LETTER TRAY

Rubbermaid, Inc., Wooster, Ohio, makes a letter tray of sturdy plastic material, designed to stack and provide additional space without taking up additional desk area. Cushiony rubber feet prevent scratching of desk or table surfaces. It is easy to take letters out of this tray as there is a center groove in the bottom so you can



slide your hand under papers and magazines. The wide open front keeps everything at your finger tips. The bottom area slopes backward to prevent papers slipping out. The plastic material can be wiped clean in seconds. The Rubbermaid Letter Tray No. 2944 is available in gray, beige and mist green. It is 10½″ wide, 12″ long and 3″ deep. **For More Information Circle No. 149.**

Massachusetts Mutual speeds paperwork duplicating, saves thousands of dollars yearly with XeroX® copying equipment

REPRODUCING: bulletins • reports • manual changes • statements memos • address changes • many others

Three years ago Massachusetts Mutual Life Insurance Company, one of the 10 largest life insurance companies in the United States, installed XeroX copying equipment to speed its paperwork duplicating.

Since then, the company has made substantial savings in the xerographic preparation of offset paper masters from which multiple copies of bulletins, statements, reports, memos, and many other items are run off on an offset duplicator.

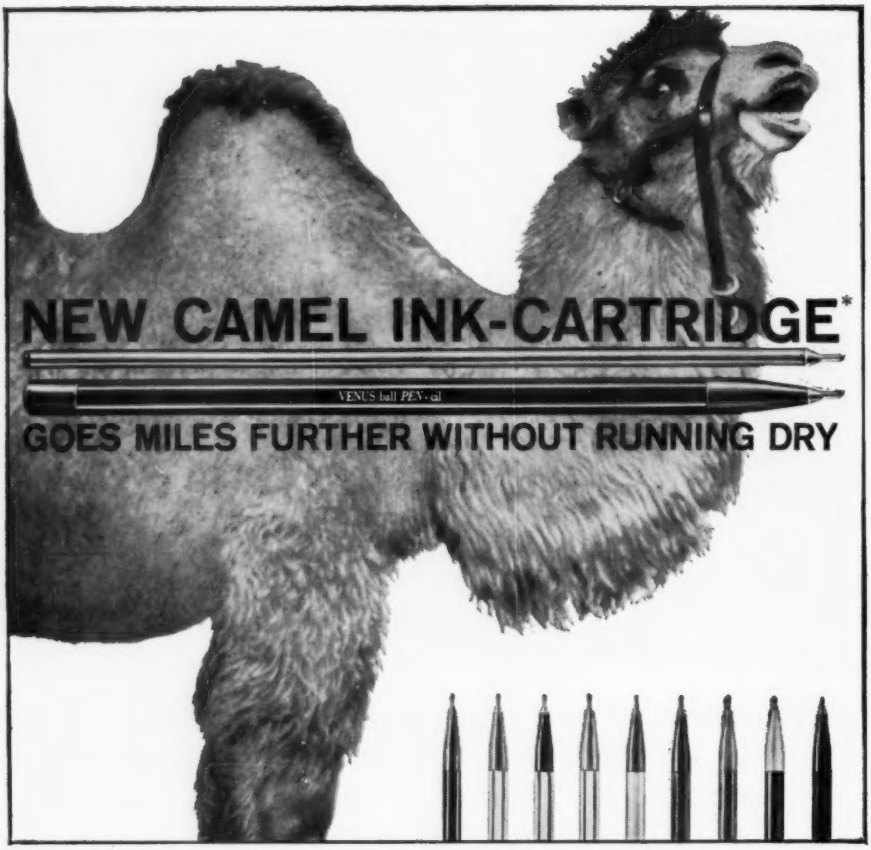
Equally gratifying are the time savings. Conventional reproduction methods used formerly required 45 minutes per negative. Now, xerography, wherever used, prepares a completely dry master in four minutes.

Xerography can help *you*, too. Write for proof-of-performance folders showing how companies of all kinds and sizes are speeding paperwork and saving thousands of dollars yearly by xerography.

HALOID XEROX INC.
59-225X HALOID STREET, ROCHESTER 3, NEW YORK
Branch Offices in Principal U. S. and Canadian cities
OVERSEAS: RANK-XEROX LTD., LONDON

HALOID XEROX®

For More Information Circle No. 330



Now Venus equips the famous "cross between the pen and pencil"® with the remarkable new Camel ink-cartridge; doubles the ink supply, doubles the writing mileage. Result: the most efficient, economical writing tool that ever went to work in the office.

Another big exclusive: the new cone-shaped point that writes smoother, easier from any angle. Other great ball *PEN*·cil features: the slim wood barrel that's light as a pencil; permanent ink that writes dry; nothing to twist, click or turn. And Venus now offers this great office favorite in 9 models—each designed for a specific writing job. 29¢, 39¢, 49¢, 59¢ each. Less by the dozen. Blue, black, red or green ink. Order from your stationer today.

VENUS ball *PEN*·cil®

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MAIL THIS FREE TRIAL COUPON TODAY O-10-59

Gentlemen: Please send, for department testing, one sample Venus ball *PEN*·cil, style and ink color indicated.

- ☐ Double Duty (39¢). Camel cartridge. Ink Color____
- ☐ for Stenographers (49¢). Camel cart. Ink Color____
- ☐ for Auditors (49¢). Camel cartridge. Ink Color____
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- ☐ Super Fine (39¢). Ink Color____
- ☐ Reproducing (39¢). Ink Color____
- ☐ for Checking (49¢). Ink Color____
- ☐ Laundry Marker (59¢). Black Ink Only.
- ☐ Liquid Velvet (29¢). Erasable Liquid Graphite.

Venus Pen & Pencil Corp., Lewisburg, Tenn.

NAME_____
(please print)

FIRM NAME_____

ADDRESS_____

STATIONER'S NAME_____

For More Information Circle No. 256

ACCOUNTING BOARDS

C. E. Sheppard Div., Yawman & Erbe Mfg. Co., 1082 Jay St., Rochester 3, N.Y., announced a change in its accounts receivable pegboard accounting systems. They are now available with NCR (no carbon required) paper at a lower cost than previously. Use of NCR paper on the Sheppard pegboard eliminates the need for carbon paper or carbon holders between statement and ledger card, thus speeding the posting operation. **For More Information Circle No. 166.**

LAMINATION

Chicago Desk Pad Co., 4640 N. Oketo Ave., Chicago 31, Ill., announces a new package and display rack for

Cleer-Adheer plastic self-laminating sheets which anyone can use to protect, repair or add to the appearance of records, documents, pictures or other objects. This CA-8 package contains seven 4″ x 5″ sheets of Cleer-Adheer for snapshots, licenses, clippings, etc., and retails at 39c. **For More Information Circle No. 222.**

DATA RETRIEVAL AND REMOTE FILING SYSTEM

General Precision Laboratory, Inc., Pleasantville, N. Y., and Filmsort Co., Pearl River, N. Y., announced an automated data retrieval system that operates within seconds after dialing a code number to select one file card out of thousands

VISIBLE red mylar* key punch correction seals

Where tab card corrections have to be seen — use Brady self-sticking, opaque red seals. Easy to apply from handy Blue Streak® Dispenser Cards . . . stick tight at a touch. Superthin mylar (2½ mils) feeds freely through tabulating equipment without catching, jamming or tearing loose. Low cost. 216 ¼ x ¼″ seals per card. Available in opaque red or transparent from stock; silver on special order.

Write for Bulletin No. 188 and free samples.

W. H. BRADY CO.

*Du Pont Registered Trade Mark for their polyester film.

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MANUFACTURERS OF QUALITY PRESSURE-SENSITIVE TAPE PRODUCTS

For More Information Circle No. 455

FILE-O-MATIC

FOOL-PROOF PLATE STORAGE!

Such convenience! Specially-designed combination job tickets and storage envelopes make quick-reference filing and storage of offset plates, films, and stencils a "snap!" These heavy kraft envelopes—for use with FILE-O-MATIC storage cabinets—have a printed form on the outside, for the filling in of data concerning each job. A duplicate production department copy serves as a desk-top reference. No *searching!* You always *know* where everything is! Write for Bulletin 700AO.

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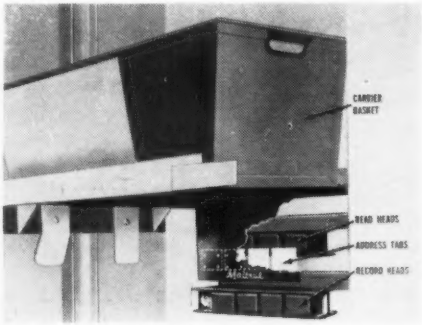
215 Fourth Avenue, New York, N.Y.

For More Information Circle No. 414

or millions. The equipment also can be activated by punched cards, or punched or magnetic tape. To extend its capabilities, closed-circuit television can transmit a high resolution image of the dialed record to a screen at the executive's desk. With this Telecard system, filed documents can be viewed simultaneously by any number of persons at various locations. Filmsort aperture cards with microfilm inserts allow the system to transmit records as large as 36″ by 48″. GPL television equipment can reproduce small characters with clarity for direct TV reading of microfilm copy. Besides selection and TV transmission of records, the GPL system can automatically remove records from the files and position them in devices to print back desired information from either microfilm or standard cards. Other techniques permit an operator, located far away from the files, to update posted data on a selected card and return it to its proper file position. Computer-derived information on engineering drawings required to manufacture a product can be fed into the information retrieval system to locate the aperture cards and make the programed shop prints. **For More Information Circle No. 217.**

SELECTIVE CONVEYOR CONTROL

Maico Electronics, Inc., 21 North 3rd St., Minneapolis 1, Minn., makes the Maitrol magnetic control which provides selective dispatching for a conveyor system to as many as 64 different receiving stations. This increases the use and flexibility



I. P. C.— makers of a wide range of photocopiers to cover every copying requirement — offer their newest model

Perfecta

DEALERS:

Investigate! Dealerships are available for a complete line of Photo Copy Machines — 5 models with exclusive features. Write or wire. Telephone FInancial 6-8323.

PERFECTA copies every color, ink, printed piece, drawing, photograph, typed or written sheet. Copies everything on the original.

- Automatic Feed gives copies in seconds.
- Trouble-free, all steel construction.
- Operates under any light condition.
- Low cost. Economical to operate.
- Multiple copies of any subject.
- Cartridge fill.
- Safety feature—automatic current cut-off.

For More Information Circle No. 473

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DEALERS! Be sure to visit our booth at the National Business Show in New York, October 19-23.

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CASH REGISTER
Model 8310 . . .

first in a line of several specialized models . . . designed to serve business better through constant cash control.

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Adding Machines • Bookkeeping & Analysis Machines
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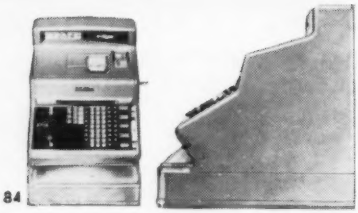

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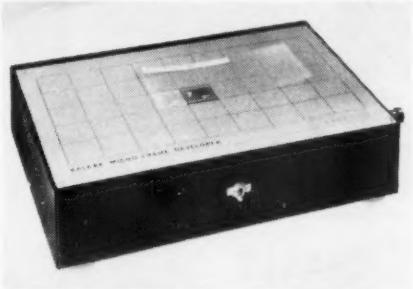
For More Information Circle No. 292

October 19-23. CITY ..... ZONE ..... STATE .....

of conveyors. At the dispatch station, a push-button is provided for each destination. Each address, corresponding to the button pressed by the operator, is magnetically impressed on a series of magnetic address tabs. The unit is then dispatched. Each receiving station contains a magnetic reading head and the unit passes all receiving stations until it reaches the one which responds to its coded address. At the correct receiving station, arrival of the document sets up the necessary switching action to remove it from the conveyor. A magnetic address can be impressed on a carrier, product, package or part, cans in a carton, banding strip, staples, tote box or the conveyor belt itself. It is adaptable to single or multifloor installations and to combinations of both horizontal and vertical systems. The unit is reported to have no rubbing, brushing or moving parts to wear out and is said to be unaffected by dirt, grease, light, temperature or electrical interference. **For More Information Circle No. 187.**

MICROFRAME DEVELOPER

Kalvar Corp., 909 S. Broad St., New Orleans 25, La., makes the Kalfax Micro-Frame Developer which will selectively develop an exposed area of Kalfax film.



This permits selective printing and developing of micro-images on the same KalvaKard weeks, months, or years apart. KalvaKards are record cards treated with a heat-developing Kalfax emulsion of reproduction speed. The developer is one of several accessories used in the Add-A-

A whole new way TO CLEAN FLOORS!

with Masslinn®

CLEANING CLOTHS* and SWEEPING TOOL

SEND FOR SAMPLES AND DETAILED INFORMATION

* They are fire retardant and contain a germicide

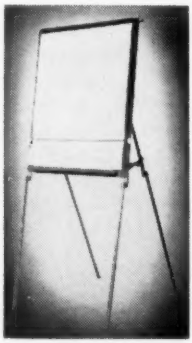
CHICOPEE MILLS INC. • 47 WORTH ST., N.Y. 13, N.Y.

For More Information Circle No. 413

Frame process, a basically new system of records photography that requires no chemical processing and no darkroom. It enables anyone to develop certain exposed areas of KalvaKards without disturbing the photo-sensitivity of the remainder of the card. Masks with various size apertures are available. The machine is 3¼″ high, 17″ wide, 10″ deep; weighs 3 lbs.; operates on 110-volt, 60 cycle AC at 3 amps. For information on the Kalfax process, **Circle No. 114.**

EASEL

Business Equipment Products, 5175 Bath Road, Dayton 24, Ohio, has developed a portable aluminum presentation easel made of anodized tubular aluminum. It weighs 12 lbs., stands 72″ high, and the legs can be adjusted to any lower height. Additional features include a green board for chalk-talks; hooks to hold a 27½″ x 35½″ paper pad; spring paper holder; plastic pointer mounted on back; extra chart hanger; and self-leveling glides to

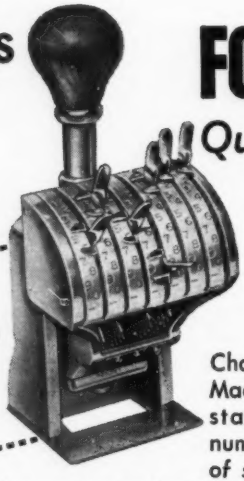


prevent slipping. Price is $39.95. A durable duck carrying case with zipper closure is $5.95 extra. **For More Information Circle No. 135.**

CARBON COPY SETS

Letterex Corp., 1114 Half St., S.W., Washington 24, D. C., has developed a design that features the popular Letterex-tipping on the bottom rather than at the top. This leaves top of sheets easily accessible for

CHANGE NUMBERS QUICK AS A WINK!



FORCE Quick Change

Standard Model

T 123456

M 123456

Force Quick-Change Numbering Machines permit instant changes of numbers *regardless of sequence*. They are ideal for numbering bank books, work cards, yardage tickets, drug and chemical labels, file folders, jackets, coded job tickets. Indicator figures alternately colored for easy reference. Heavy-duty model has ⅜″ figures, available with up to 16 wheels. *Write for catalog.*

The FORCE Co. of Numbers

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For More Information Circle No. 468

Gestefax makes mimeo stencils from original copy by electronics

. . . in 2 simple steps . . .

Place your clippings, illustrations, printed matter, forms, or other copy around the first cylinder . . . then . . .

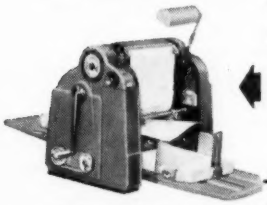
Clippings • Photos • Drawings • Halftones • Charts • Typewriting • Letterheads • Forms • Hand Writing •

. . . yes . . .

PASTE-UP LAYOUTS, too!

Anything printed, typed, or drawn, or combined as a '*paste-up layout*', can be swiftly translated into a stencil which will immediately reproduce amazingly faithful copies on your own duplicator. Your office girl operates *Gestefax* at her desk and requires no training. In a matter of minutes, important and urgent material can be 'stencilized', run off, and distributed . . . without waiting for slow, costly camera work. *Gestefax* is purely electronic.

. . . place a blank stencil around the other cylinder and turn the switch. That's all . . . Gestefax does the rest.



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The famous Dual Cylinder Mimeo built like a printing press

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Send complete details and specimens to:

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For More Information Circle No. 273

FAST SIMPLE ACCURATE PRODUCTIVE

IT'S THE *All New*
PLUS-O-MATIC
ADDING CALCULATOR WITH
Memory Register AND
THE EXCLUSIVE *Magic Multiplier*

The FIRST Major Development in Key-Drive Calculators in More Than a Generation!

FASTER / because it eliminates thousands of tiresome key depressions.

SIMPLER / because its minimal controls make operation easy for everyone.

MORE ACCURATE / because multipliers are displayed in the **MAGIC MULTIPLIER** dial.

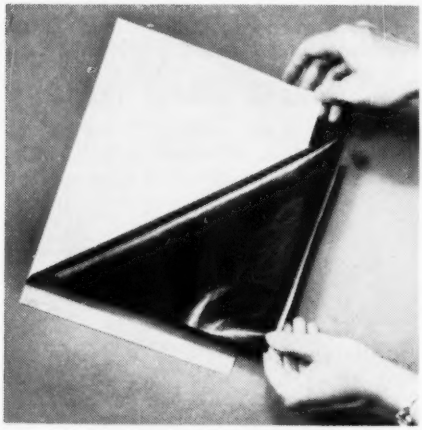
MORE PRODUCTIVE / because subtraction and accumulation are automatic. No machine adds faster.

Ask for a demonstration and you'll agree it's "The One Calculator for All Office Figure Work."

PLUS Computing Machines Division
CONTROL SYSTEMS, INC.
5 Beekman Street, New York 38, N. Y. • REctor 2-0045
Representatives in Principal Cities

For More Information Circle No. 298

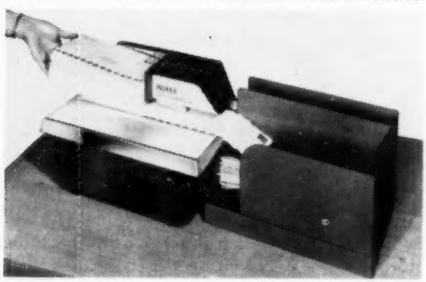
typists to flip open for corrections, and is the first major change in the product since 1947. Called Flip-Tip, the design is more convenient and flexible for secretaries to



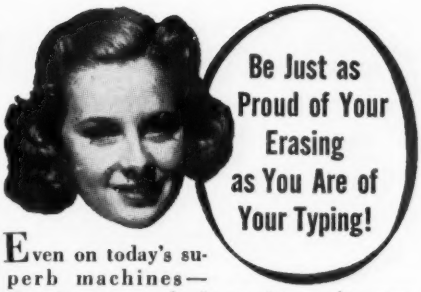
use. The improved product has been fully field-tested and accepted by several leading consumers. **For More Information Circle No. 105.**

ENVELOPE OPENER

Martin Yale, Inc., 2100 W. Fulton St., Chicago 12, Ill., announces changes in mechanism and styling to meet the specific needs of users of the Martin Yale Premier



Auto Opener, a low cost automatic envelope opener. With the design improvements in the field for several months, consumer and dealers use habits and comments were considered for performance and use standards. There is no change in the price, which remains at $99.95. **For More Information Circle No. 141.**



Even on today's superb machines—electrics or standards—typists make occasional mistakes. But you can be just as proud of your erasing as you are of your typing. Erasing results are almost unbelievably clean and quick with these *specially selected Weldon Roberts Erasers for correcting impressions made through carbon or fabric ribbons.*

JUST TWO EASY ERASING STEPS:

1. NO. 448 GREEN GLOW

Removes surface carbon to prevent smearing. Soft green rubber encased in spiral paper wrapping with pull-string for easy repointing.

2. NO. 3650 GRAYPOINT WHISK

Removes the final image. Wood-cased eraser with quality gray rubber core. Easily repointed in any pencil sharpener or with a knife. Hexagonal; won't roll off your desk. With whisk for brushing away eraser crumbs. (NO. 365 GRAYPOINT, same eraser without whisk.)

OR: NO. 378 GRAYPOINT

With same quality gray rubber core. Spiral paper wrapped, like NO. 448 Green Glow. The Graypoint Erasers are also superb for erasing impressions typed through fabric ribbons.

Order these erasers today from your stationer!

WELDON ROBERTS RUBBER CO.
365 Sixth Ave., Newark 7, N. J.
World's Foremost Eraser Specialists

Weldon Roberts Erasers
Correct Mistakes in Any Language

For More Information Circle No. 405

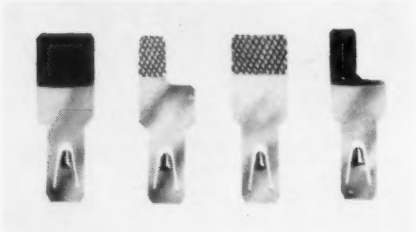
TIME ADDING MACHINE

Addo-x, Inc., 300 Park Ave., New York 22, N. Y., has added the Addo-x Hours-Minutes Machine to its line of adding,

posting and calculating machines. This unit has applications where accounting in terms of time is important, and by airlines for figuring flying time of crews, planes, etc. Carryover to hours column in the unit (third from left) is effected when first two columns from left exceed 59 minutes. To use the machine for adding whole numbers, two zeros are added with each entry. **For More Information Circle No. 122.**

ADDRESS FRAME TABS

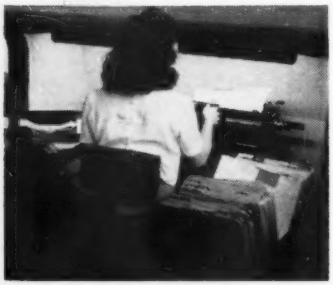
Abbott & Lind, 1020 S.W. First Ave., Portland 4, Ore., announces a line of tabs for use in Addressograph frames. Made



from a special non-ferrous metal, tabs have smoother edges and greater resistance to breakage. Made in the notched

Reducing Noise of Business Machines is SOUND Business with

ACOUSTORS



- Reduce the harsh metallic machine noise by 50% or more.
- Make for less fatigue.
- Increase efficiency and accuracy.
- Ease the strain on eyes, ears, and nerves.
- Provide modern, cool, shadow-free, and vibration-less Fluorescent lighting.
- Provide semi-private office effect for the machine operator.
- Add beauty, as well as efficiency to your offices.

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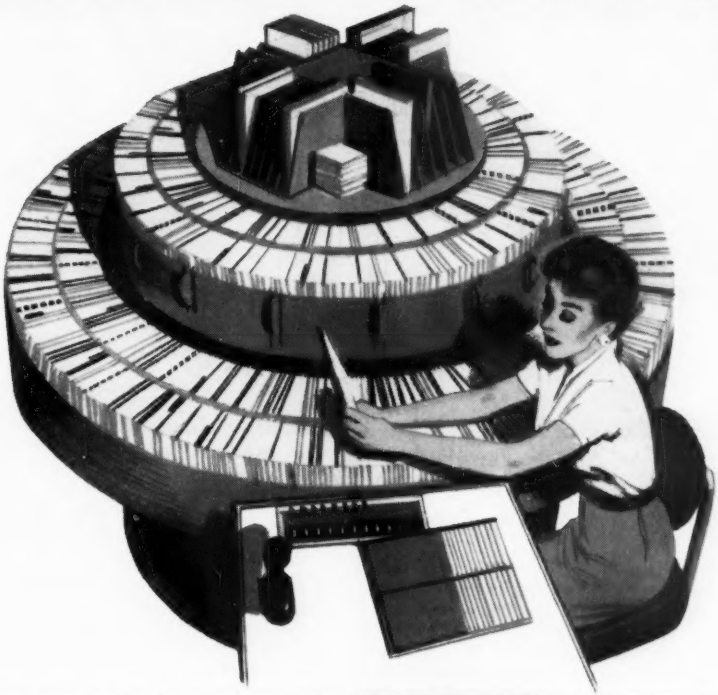
For More Information Circle No. 433

NEW ACME VISIBLE ROTARY CUTS RECORD HANDLING TIME IN HALF!

A touch of a button spins data to user at electronic speed!



Look at any point in your operation where record or data files are used. You're apt to see workers spending a third to half their time shuttling between desks and cabinets, reaching, stooping, drawer pulling. *New Acme Rotaries end this waste-motion completely!* At desks around a smartly modern Rotary, 1, 6, 12 users or more have instant access to as many as 250,000 records. A new, free "Report" shows how this revolutionary advance can save you time, money, and up to 50% in floor space. For your FREE COPY, SEND THIS COUPON TODAY.

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Please send free report on the "Revolution in Record Handling" . . . showing many types and sizes of power and manual Rotaries.

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COMPANY_____

ADDRESS_____

CITY_____ ZONE____ STATE_____

For More Information Circle No. 267

Auto-typist hits letter typing right on the button

Push-button automatic typing is bringing automation to the handling of office correspondence. Now typists push buttons instead of keys, and Auto-typist machines take over and do the typing. They do it in marvelous fashion, too—turning out letters at 2½ times the speed of the fastest typist—neat, erasure-free, error-free letters that are as personal as your signature.

Well over half of general office correspondence is routine—or can be standardized. Sales letters, order acknowledgements, answers to inquiries, and collection letters are only a part of the correspondence that can be handled faster, easier, and more economically by Auto-typist. One typist can turn out 100-125 letters each day with an Auto-typist—3 to 4 times normal manual typing output.

How Auto-typist works—Precomposed letters and paragraphs are perforated on a wide paper roll. This perforated roll operates the typewriter keys. As much as 250 lines of copy can be stored on one roll. Twenty to thirty complete letters can be prepared, or a series of paragraphs which can be combined to make up dozens of letters.

Salutations are manually typed. Then, by pushing the button or buttons that correspond to the letter or paragraphs desired, Auto-typist automatically picks out the letter wanted, or assembles the paragraphs in the order desired, and types each word as if it had been done by hand. Manual insertions of personal or variable data can be made in any part of the letter.

Present users include banks, manufacturers, insurance companies, hotels, publishers, retailers, fund raisers. Applications range from general correspondence typing to specialized uses such as new account promotional letters. The complete story is yours for the asking. Just write us on your letterhead.

For More Information Circle No. 283

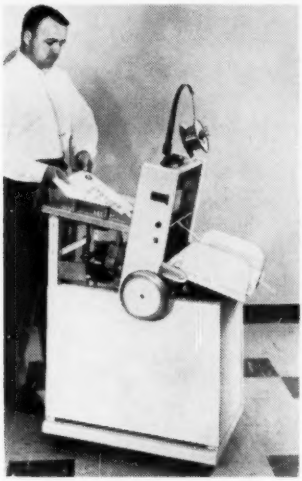
Auto-typist

AMERICAN AUTOMATIC TYPEWRITER CO., 2323 N. PULASKI RD., CHICAGO 39, ILL. • MANUFACTURERS OF AUTO-TYPIST, COPY-TYPIST AND CABLE-TYPIST

and full sizes in 12 colors plus unpainted. Also available are perforated tabs for 60-position selecter, alphabet tabs and label tabs. Packaging is 100 per glassine bag and 500 per box. **For More Information Circle No. 167.**

AUTOMATIC STITCHER

Thomas Collator Industries, Inc., 100 Church St., New York 7, N.Y., makes a portable automatic stitcher for use in conjunction with their Rotomatic and Gathermatic collators or as a separate hand-feed stitcher. As an accessory to the Rotomatic, stitcher can be integrated



with and controlled by the collator's push-button programer. Thus, collating and stitching of any sheet combination can be completely automatic. Mounted on sturdy casters, stitcher has easy portability enabling its use as a hand-feed stapler. Dual head gives operator choice of one or two staples. Additional flexibility comes from choice of stitching along top or side of a set, depending on how it is fed. As sheets are sent through, built-in jogger squares edges. Automatic counter keeps track of number of stapled sets. Each set is automatically stacked in receiving bin. Capacity is 3″ x 5″ to 11″ x 14″; set-up time, less than a minute; overall size 17″ wide,

Tele-Rest

the ORIGINAL

telephone shoulder cradle

Retains leadership in its field.

Frees both hands while phoning.

Adjustable for left or right shoulder use.

Made of durable Tenite plastic.

Fits ALL handset receivers in the U.S.A.

A natural rubber cushion provides no-slip comfort.

Available in black and colors.

At your stationers, or write

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For More Information Circle No. 393

"Slickest visual control..."

. . . say hundreds of users. Entries made directly with marking pencil on a rolling "Mylar" sleeve which *moves with time,* bringing deadlines constantly closer. Entries easily erased with the swish of a cloth.

Send for **FREE GUIDE to Control Methods**
with full-scale, sample chart section

Shows how Rol-a-chart controls 22 different items: orders, production, data processing, maintenance, dispatching, sales, etc. Also expert consultation service with no obligation.

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Conley, Baltzer & Steward
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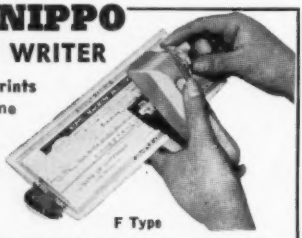
NIPPO
CHECK WRITER

Indelibly prints Just the same as a big machine costing up to $500.—



F Type

NIPPO MACHINE INDUSTRY CO., LTD.
Tenjin-cho-Nishi-ku, Yokohama, Japan

For More Information Circle No. 453

30½" long, 52½" high; net weight, approximately 125 lbs. Powered by a 1/6 hp motor, using 4.2 amps, 110 volts. Price is about $2100. **For More Information Circle No. 158.**

MULTIPHASE STAMP

Douglas Homs Co., 326 Jackson St., San Francisco 11, Calif., offers the Homs M-4 Collection Stamp selling for $8.95 list. This multi-phrase rubber stamp has 12 carefully selected phrases for stamping invoices and statements to expedite collections. Commencing with a phrase expressing appreciation for order received, the remaining phrases concentrate in an ascending order of polite severity for hastening payment of slow and delinquent accounts. Constructed on the Dial-A-Phrase

principle with all phrases listed and numbered on an anodized red dial. The user simply turns the selector key until the number appears in the selector window and the desired phrase is then in stamping position. The Homs Collection Stamp eliminates looking through a collection of paper stickers for the desired phrase and running out of the most appropriate phrase when it is most needed. The M-4 provides instant availability of the appropriate phrases at all times. The user can stamp his copy of invoice or statement, or number his ledger with the phrase used so that the next most appropriate phrase can be

Full Color Range of OFFICE MACHINE PAPERS from the New GROVETON 3-STAGE BLEACH PLANT

"Whiter-than-white" *(plus a full range of spectrum-true colors)* is combined with high bursting strength and '*foldability*' to make the office duplicator perform and produce like a quality printing press. Groveton wants you to try these new superior duplicating papers for yourself. A note from you will bring a free trial packet.

America's Fastest Growing Line of Duplicating Papers.

GROVETON PAPERS COMPANY
GROVETON, NEW HAMPSHIRE

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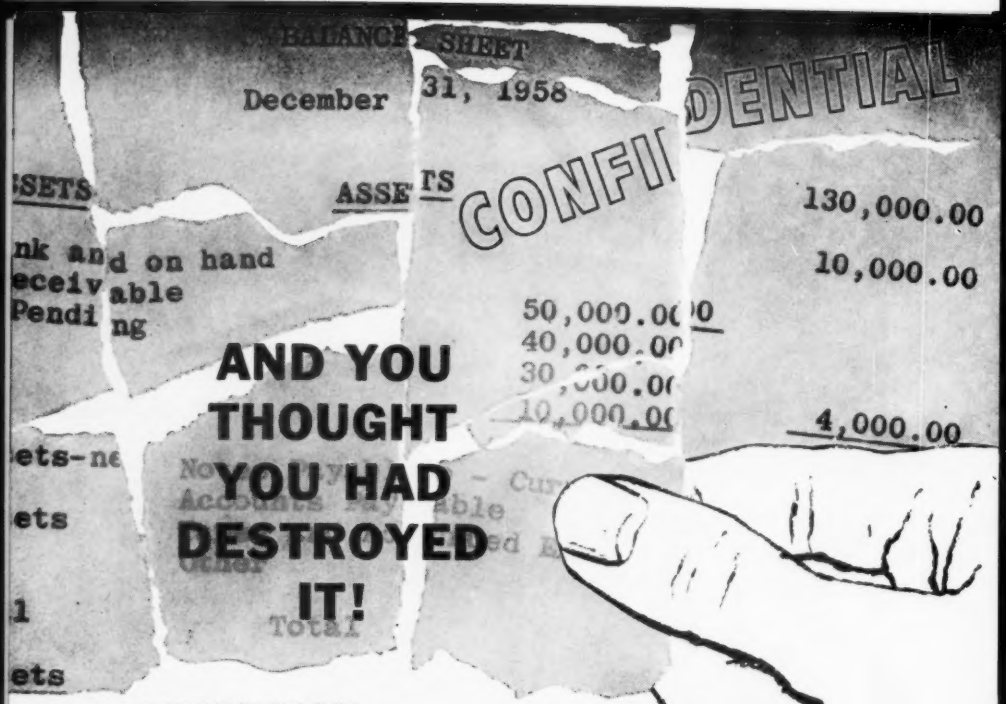

AND YOU THOUGHT YOU HAD DESTROYED IT!

ATTENTION – Office Manager

There's one quick, effective way to destroy confidential papers and obsolete records instantly – in your own office – with no possible chance that anyone can reconstruct them.

The new Shredmaster Bantam 10 is as unobtrusive as your office typewriter. Anyone can operate it . . . just drop papers in and unreadable shreds come out. Safe, clean, quiet, trouble-free. You can use the sheds as packing material.

Put a Bantam 10 in every office where papers should be destroyed to protect personal privacy and company secrets.

FREE: Illustrated descriptive folder with details of 10 Day Free Trial. Just write today to:
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Ask for Circular 70

For quick, effective destruction of
Personnel Records
Sales Files
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Shredmaster Bantam 10 — the lowest-priced shredder on the market. Quickly pays for itself.

The **SHREDMASTER** Corporation
A DIVISION OF SELF WINDING CLOCK COMPANY, INC.

Manufacturers of the Clipper 14, only heavier duty shredding machine suitable for office use.

Sales and Service in principal cities in U. S. and Canada.

For More Information Circle No. 293

employed if further efforts are necessary. All phrases measure 5/8" in height by 2" in length and are sharply molded of natural rubber. The stamp is attractively packaged in a die-cut, colored display container. **For More Information Circle No. 200.**

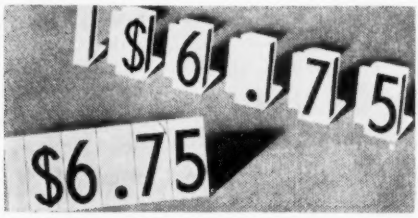
RECEPTIONIST DESK

Cottonsmith Furniture Mfg. Co., Winston-Salem, N. C., has introduced the Typo-Lift desk drawer that serves as a steady typing platform in its walnut receptionist desk. Desk drawer storage of the

typewriter makes an additional deep drawer available in this compact 55" x 27" single pedestal desk. Typo-Lift also converts the drawer front into an extra working surface when in typing position. **For More Information Circle No. 138.**

DISPLAY CHARACTERS

Pryor Marking Products, 434 S. Wabash Ave., Chicago 5, Ill., introduces an interlocking plastic numeral and letter kit for pricing and identification of merchandise

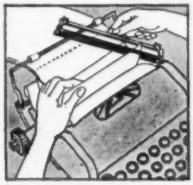


on display. Ad-On plastic numerals, letters, symbols, etc., interlock evenly and securely and stay that way until separated. A price or short message can be assembled in seconds. Each character has its own

Dupli-Typer

eliminates carbon paper

makes inked copies



Dupli-Typer Ribbon Attachments for typewriters increase production, reduce costs on continuous form work.

Dupli-Typer Bookkeeping Machine Attachments eliminate carbon jackets, provide complete visibility of entire journal sheet.

FASTER • CHEAPER • CLEANER • BETTER

Dupli-Typer Corporation

456 Fourth Avenue, New York 16, N. Y.

For More Information Circle No. 422

CONFIDENTIAL MAP FILE

MT4

Mail Order Today

SHIPPED FROM STOCK

Easiest way to file and find confidential maps, blue prints, tracings, etc. Metal cabinet file with locking doors. 112 tilting tubes handle 60" prints. Tubes are indexed for quick location.

PATENT NO. 1610368. Other Patents Pending.

SCOTT-RICE COMPANY

610 S. Main Tulsa 3, Okla.

For More Information Circle No. 423

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COTTON FIBER
PAPERS

FOR
CORRESPONDENCE
AND
RECORDS
ARE

Parsons
KING COTTON
PAPERS

how to get what you need...
in
Record Keeping Papers and Index Cards

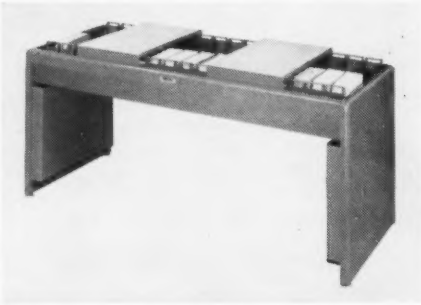
WRITE ON YOUR BUSINESS LETTERHEAD FOR THIS SELECTOR OF RECORD-KEEPING PAPERS. NO. E-2: PARSONS PAPER DIV., HOLYOKE, MASS. © PPD 1959

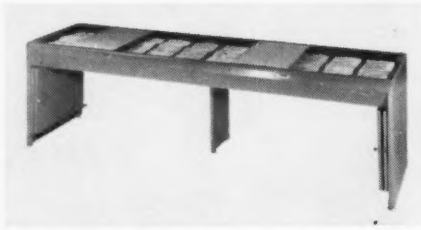
For More Information Circle No. 394

pedestal base, enabling it to stand without back or side support. Ad-On is durable and washable, with easy-to-read figures. May be used as a marker or information-identification sign in store window, or on counter. Clip attachments are available to use Ad-On in pegboard displays, around bottlenecks or pinned to soft materials. A clip attachment also permits one row to be mounted on top of another. Sets come in white on black or brown on white in three sizes. May be used as desk name plates. **For More Information Circle No. 191.**

CARD FILES

Business Efficiency Aids, Inc., 8114 N. Lawndale Ave., Skokie, Ill., announces a line of Tub Desk Files in round cornered design. Units can be used singly or attached together for longer lengths by use of recessed center leg. Files have Formica





posting boards and lock covers. Individual files are made in four widths; 39″, 57″, 66″ and 75″ to hold each of the tray sizes noted below. Any width can be attached to any other by use of center leg to make a continuous unit of any required length. The variety of tub widths and tray sizes

"The printer said $600 ...and we couldn't afford it"

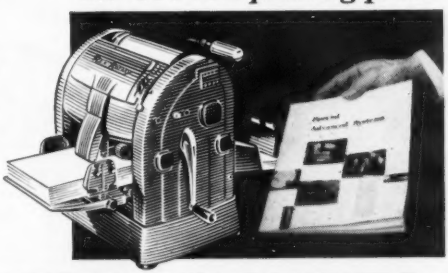
Doing without sales-building literature because "outside" printing is too high? Then you'll welcome the REX-ROTARY D-280. It turns out attractive printing that has a professional look—illustrated catalogs, folders, mailers, reprints—right in your office!

Prints *pictures*...*any type*...any illustration—in black, in *colors*. Anyone can operate the modern REX-ROTARY. It prints thousands of copies automatically (stops automatically, too). It's fast...easy... clean (sealed ink cartridges prevent messy fingertips!) Unique ink control assures uniform printing! And note: at the touch of a lever, letter-size stencils print without masking (a REX-ROTARY *exclusive*).

You'll also want to know about the amazing ELECTRO-REX...the automatic stencil-maker that cuts stencils *electronically!* At the flip of a switch it transfers, to the stencil or offset plate, type proofs, clippings, photos, drawings—exactly like the original.

For full information, or demonstration, send coupon.

the OFFICE printing press



REX-ROTARY

Rex-Rotary Distributing Corporation • 387 Fourth Avenue, New York 16, N. Y. • MU 4-5405

I am interested in office printing. Please ☐ send me detailed literature ☐ arrange to show me a demonstration

Name Title Firm

Address Phone O1059

For More Information Circle No. 272

make these new units practical for any card filing problem. The new line of steel card trays have control plates for V finding space. Trays are made for standard card sizes 8″ x 5″, 6″ x 4″, 5″ x 3″ and tabulating cards. Tab trays are available in horizontal and vertical types. All trays fit Tub File Units above. **For More Information Circle No. 210.**

OFFSET PLATEMAKER

NuArc Co., 824 S. Western Ave., Chicago 12, Ill., has added the giant FT-62 Flip-Top to its line. The FT-62 makes razor-sharp plates up to 50″ x 62″. The term "Flip-Top" refers to the fact that all models in the line load in the conventional face-up manner and a touch of the release knob pivots the entire frame face downward for even exposure. FT-62 differs only in that the frame raises by means of supports on either end, for easy positioning of elements, before being lowered and turned face-downward. A reflector and built-in carbon arc lamp guarantee

less than 10% light variation over entire plate area. Contact between plate and negative is accomplished by a one-piece molded live rubber blanket. There is virtually no light leakage. Controls are simplified and there is no odor or messy residue. All models in the line are compact units easily operated from one position. **For More Information Circle No. 165.**

THERE IS NO OTHER WAY

MIRACLE FILE

to store old OFFICE RECORDS for less than 50¢ per cu. ft.

- shipped flat and stores flat...takes up practically no room
- pops open for use instantly...thanks to exclusive automatic folding action
- exceptional stacking strength...stack 'em to the ceiling without shelving
- double bottom cannot "fall through"
- easy to carry...even when full
- separate removable telescopic cover

Write today for prices on 100 to 5000 quantities.

THE PAIGE COMPANY
114 East 32nd Street New York 16, N.Y.

For More Information Circle No. 419

the NEW Thomas "Desk-Top" Collator

Now for the first time a completely electric collator that is priced within the reach of every office . . . actually *half the price* of anything on the market. Yet, this new Thomas has the capacity to handle 8½ x 11 sheets of most tissue, onionskin, one-time carbon, bond, mimeo and even ⅛" cardboard. It's portable, light weight and extremely simple to operate. A flip of the switch and the tiresome time-consuming task of gathering pages into sets becomes an efficient, effortless job . . . *that's almost fun!*

Mail coupon . . . or ask your own stationer or office equipment dealer to make arrangements for a free demonstration.

THOMAS COLLATORS INC.

Thomas Collators Inc.
Dept. B, 100 Church Street, New York, N.Y.

☐ Sounds good . . . send literature!
☐ I'd also like a free demonstration.

NAME _____
(please print)
COMPANY _____
ADDRESS _____
CITY _____ STATE _____

For More Information Circle No. 271

DUAL PURPOSE

NYLO-GLIDE FILES

ONE FILE . . . FOR ACTIVE AND INACTIVE RECORDS

The attractive NYLO-GLIDE file may be used as an active reference file, then when records become inactive, drawer may be removed and exchanged with an empty drawer in the inactive file room.

RFI NYLO-GLIDE Files are so reasonably priced that they may be used economically for the storing of inactive records . . . AND — they are so attractive and operate so easily that they can be used as an active reference file.

You can't see all of the quality that is built into NYLO-GLIDE Steel Record Files, but year after year of faultless service will prove to you that no finer file was ever built.

(New, modern design with smooth nylon bearings that actually outwear steel, and provide featherlight operation even under heaviest loads.) You save time, money and energy when you equip your office with NYLO-GLIDE Steel Record Files.

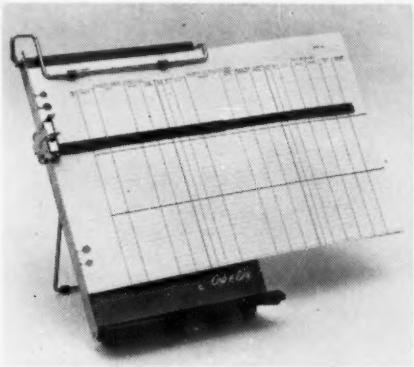
As attractive as they are functional. Designed and fabricated by craftsmen, and finished with care of the finest materials; NYLO-GLIDE Files present an appearance that blends harmoniously with the decor of any office. You'll have to see these files to fully appreciate their quality and utility.

RECORD FILES INC. WOOSTER, OHIO

For More Information Circle No. 305

COPYHOLDER

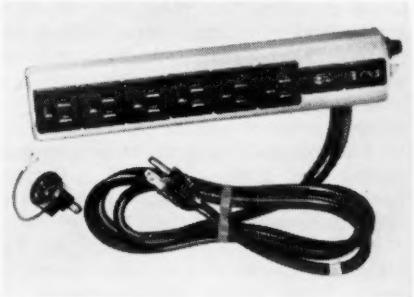
R. Funk & Co., Furlong, Pa., makes the Cop-e-Eez copyholder and linespacer of prime steel and brass, finished in soft, gray-green, wrinkle baked enamel with chrome nickleplated parts. A standard Cop-e-Eez feature is the folding line indicator which flips out 17" to accommodate extra wide sheets. A typewriter style



spacebar finger-taps single or double spacing. Copyholder has three adjustable work angles, mar-proof rubber cushioned feet and folds flat for quick, compact storage in a desk drawer. Cop-e-Eez holds sheafs of paper up to 3/16" thick. Aside from its uses by secretaries and stenographers, Cop-e-Eez is also used as a portable lectern. It costs $17.67. **For More Information Circle No. 184.**

MULTIPLE OUTLET BOX

Waber Electronics, 105 Heatherwood Road, Havertown, Pa., has added to its



DEALERS

HERE'S A PROFIT OPPORTUNITY

Our Snap-Apart Forms have been a standard of quality for years. For fine printing; just right "snap-apart" action, they are unexcelled. INTERNATIONAL BUSINESS FORMS snap-aparts assure customer satisfaction.

Continuous Forms, TOO! Now—offer your customers Continuous carbon-interleaved forms — Line Hole Punched Tabulating; pasted; or stapled—up to 10 parts. In Continuous as in Snap-aparts, International means quality—at the right price.

INTERNATIONAL BUSINESS FORMS offers:
QUALITY Forms, produced on modern rotary equipment — sold only through our dealers.
COMPETITIVE Prices — liberal dealer discounts — You're "in the running" with an IBF Quote. Quantity advantage, too! Orders accepted for only 2500 sets of Snap-Aparts -NEW POLICY!
DELIVERY PROMISES you can count on. Try us on one job and see!
EASY-TO-USE PRICE LIST — Anyone can make estimates with a little practice.
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Write today for complete information on this profitable line. Try International. We are confident of our ability to satisfy the Dealer and his customer!

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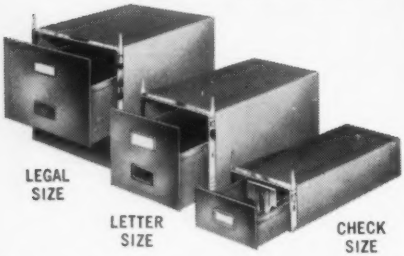
For More Information Circle No. 397

STORE 'EM
PRONTO
FILE 'EM
PRONTO
FIND 'EM
PRONTO

Free your expensive files by transferring your old records into low cost Prontos and use your expensive steel cabinets over and over again.

20 DIFFERENT SIZES
a size for every office record



Find out why top companies everywhere use PRONTO STORAGE CABINETS for their old records. Fill in the coupon below and attach it to your letterhead . . . We will arrange a Pronto Demonstration at your convenience.

PRONTO FILE CORPORATION
415 Madison Avenue, New York 17, N. Y.

☐ Please send me your latest Pronto catalog.
☐ Have your representative call for demonstration.

Name_____
Address_____
City_____ Zone____ State____

For More Information Circle No. 395

line of heavy duty multiple outlet boxes a unit having provision for a third ground wire. Receptacles are made for ground insertion, and line cord has molded, three-prong plug. Included is an adaptor plug for wall outlets not having the three-element receptacle. Unit consists of an on-off switch, neon indicator and six receptacles. Panel mounted fuse is conveniently placed, and hammertone gray case is of drawn steel. Mounting ears are provided should a fixed installation be preferred. The unit, Model 24, is rated at 15 amps., 117 volts. Net price is $8.50. **For More Information Circle No. 189.**

CARBON RIBBON

Kee Lox Mfg. Co., Dept. 105, 10 Kee Lox St., Rochester, N.Y., offers a high quality Mylar based carbon ribbon that gives exceptionally sharp impressions.

Called Keelar, it is designed for executive and professional correspondence and other applications where neat appearance is important. Keelar gives an impression nearly as sharp as metal type because of the extremely thin ribbon cross-section that can be used without loss of ribbon strength. In addition to quality impression, carbon flaking has been eliminated. Because Keelar gives a solid black, even impression that is consistent from start to finish, it is ideal for making offset masters and for preparing material for copying equipment. Fewer ribbon changes are said to

Get those "received" reports out as fast as purchases come in . . . with

OZALID "INSTANT-COPYING"

Falling behind with purchase-receiving reports? Take a tip from Ozalid: When goods come in, use your purchase order copy and write in the "received" data. *Then make the Ozalid copies you need*—for accounting, inventory-control, production, other departments. They'll be clean, dry and legible (no messy carbons). Takes only seconds! The desk-top Ozamatic, for example, turns out up to 1,000 8½" x 11" copies an hour. Cost? Lowest per copy of any copying process! Call your local Ozalid representative or mail coupon.

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Division of General Aniline & Film Corp.
In Canada: Hughes-Owens Co., Ltd., Montreal

Ozalid, Dept. Z-10
Johnson City, N. Y.

Please send more information on Ozalid "Instant-Copying" for purchase-receiving.

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Company _____

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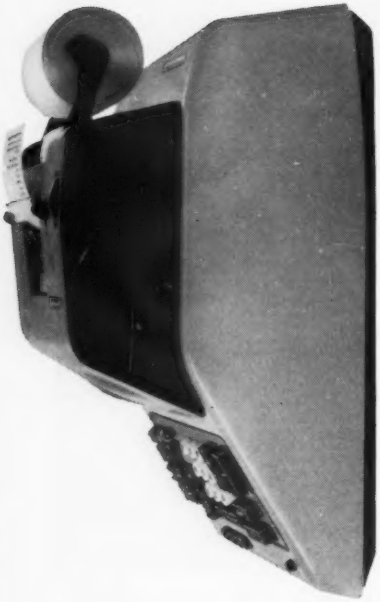
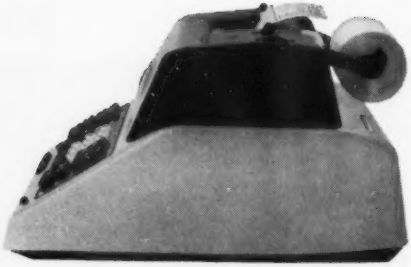
City _____ Zone _____

State _____

For More Information Circle No. 471

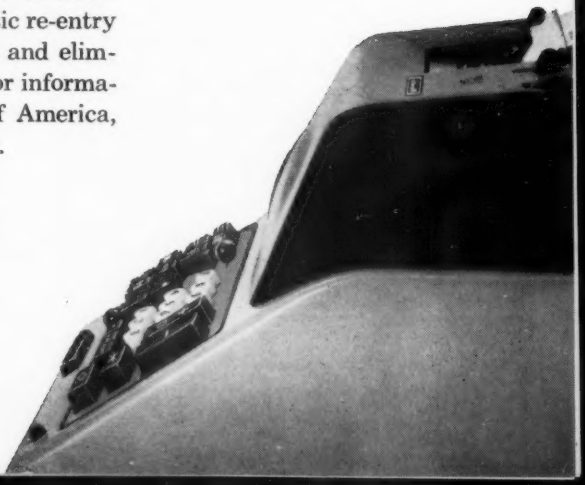




olivetti

The Olivetti Divisumma 24, a high-speed calculator that can also be used as a high-capacity adding machine, combines the several parts of a figurework problem into one running calculation, and provides printed proof of all work. A unique "memory", with automatic re-entry of intermediate results, saves time and eliminates a common source of error. For information, write Olivetti Corporation of America, 375 Park Ave., New York 22, N. Y.

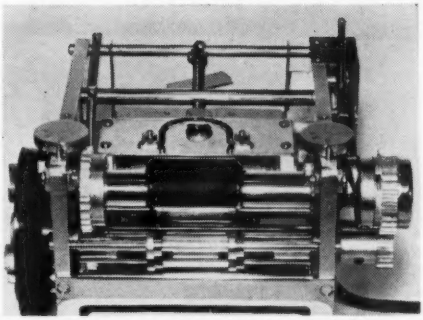
For More Information Circle No. 285



be needed with Keelar because extreme ribbon thinness doubles the length of ribbon contained in a normal 4"-diameter reel. Twice as many impressions can be obtained per ribbon. Keelar is packaged six rolls per box. **For More Information Circle No. 139.**

LABEL PRINTING PRESS

Sohn Mfg., Inc., Box 87, Plymouth 2, Wis., offers a small flexographic printing press that prints and die-cuts on pressure sensitive label paper, or score-cuts on gum, heat seal or plain paper. Portable size, 9" x 9" x 9", without guard case. Precision made, rugged construction, for use wherever labels are needed. Weighs 40 lbs. Simple to operate; prints 6000 labels per hour. Brilliant colors and printing plates change in seconds. Eliminates label



inventories, obsolete labels; holding up shipments while waiting for labels. One roll of paper is a complete label inventory. Price of complete machine, less accessories, is $395 for 3" x 4" maximum (4" x 5" maximum at extra cost). **For More Information Circle No. 161.**

THE

ROL-RACK

FIVE FEET OF SHELF SPACE

Used By Thousands of Industries, Schools, Libraries, etc. U. S. Govt.

STURDY & DURABLE

Choice selected 1¼" hardwood. Sloping shelves angled for title reading, doweled and bolted to assure durability. Side-riveted swivel casters by Bassick with resilient rubber tires. Rolls smoothly with a full load.

Walnut Finish or Natural Wood Finish

32" long, 13" deep, 31" high. 14" between shelves

CATSKILL CRAFTSMEN, INC.

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ATTENTION

It's here—a mobile office unit—New, Functional.

o o o It rolls o o o

$49.50

F.O.B. Factory Stamford, N. Y. Weight 49 Lbs.

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For More Information Circle No. 454

VOGEL-PETERSON
Decorator Line

Aluminum
COAT and HAT RACKS

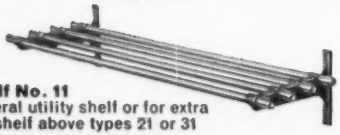
Styled to harmonize with fine appointments, these smart wardrobe units are quality built of closed-end aluminum tubes rigidly held in cast aluminum brackets. Permanently beautiful in "clear" or "gold" anodized finishes. Mount at any height, on any wall — singly, end-to-end or in tiers, to give any desired capacity. Brackets adjustable to exact centers. Come in lengths by the even foot up to and including 8 feet.

Write for Bulletin DL-10

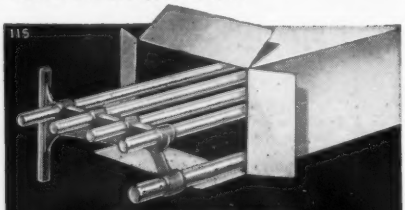
3 BASIC SHELVES

Shelf No. 21
has full length Hanger Rail extending 11-5/8" from wall.

Shelf No. 31
has staggered, die cast, anchor-style coat hooks instead of Coat hanger rail.



Shelf No. 11
general utility shelf or for extra hat shelf above types 21 or 31



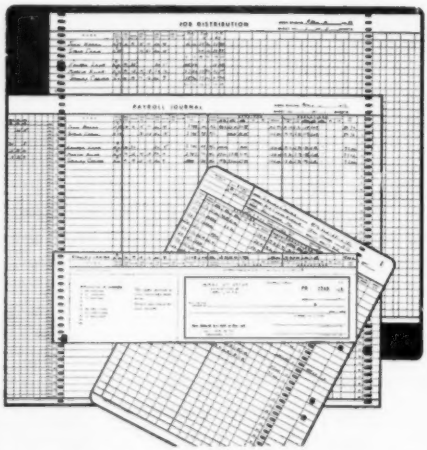
Packaged—Ready to put up.
Shelves come boxed, fully assembled ready to install.

VOGEL-PETERSON CO.
1127 W. 37th Street · Chicago 9, Illinois

For More Information Circle No. 477

PAYROLL SYSTEM

Colonial Salesbook Corp., 199 Lafayette St., New York 12, N. Y., offers the Colonial Pay Distribution System that provides for the organized recording of all federal and state withholding data from company payrolls. Features include: multiple tax records instantly available; job



cost statistics in same posting; ample earnings and deductions columns; all transcribing errors eliminated; featherweight aligning board. For companies operating in a number of states, assembling job cost statistics is an increasing problem. Often weeks or months go by before payroll department can tackle the task. Colonial claims its system will alleviate this situation. **For More Information Circle No. 115.**

REINFORCED SHEETS

G. J. Aigner Co., 426 S. Clinton St., Chicago 7, Ill., offers 22½" x 17½" sheets reinforced on the 22½" edges with a 9/16" strip of Mylar plastic film. Developed to meet the demand for a plastic reinforced sheet which can accommodate four-up printing, the sheets will enable printing of four letter-size forms per sheet with room for bleed or center trim. Sheet is 20 lb. white bond stock and has been tested on all commercial printing equipment. Plastic reinforcing enables sheets

Genuine

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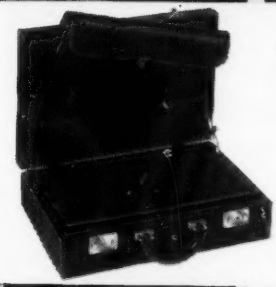
...it takes a good business case to complete your sales picture!

Look what a *difference* STURDEX makes! The only business case made with the craftsmanship of finest leather cases . . . but at *half the price*. A sales-making case that's always neat and business-like . . a durable case that *outwears* all others . . . guaranteed for *5 full years!*



ATTACHE CASE—Your Portable Office

Popular with smart businessmen. Uniquely designed, roomy attache case with a removable file portfolio . . . a desk-top divider serves as a writing surface. Just one of many fine STURDEX cases sold at fine stationery departments everywhere.

5-YEAR UNCONDITIONAL GUARANTEE

STURDEX looks new longer . . . always ready for business. So wearproof, waterproof and weatherproof, we guarantee it for 5 full years!

Leathercraft

World's Largest Manufacturer of Business Cases Exclusively

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Please send full details about STURDEX, and the name of my nearest dealer.

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For More Information Circle No. 255

THE
PERFECT
OFFICE PEN

Refillable
Retractable

With pen-size,
visible ink supply.
In 5½" long refill

YOUR
"FAVORITE" PEN
By All-Rite

Unique shape
for maximum
writing comfort

Medium Line — #59 — 29¢ ea.
(Refills #C59 — 12 for $1.20)

Ext. Fine Line #592 — 39¢ ea.
(Refills #C592 — 12 for $1.80)

Choice of 4 ink colors:
Blue, Red, Green or Black
(Button at top of pen denotes ink color)

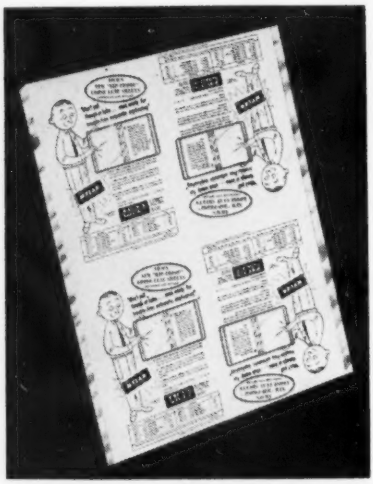
Packed in 1 doz. slide boxes

Order from your
stationer or inquire at:

ALL-RITE PEN, INC.
Hackensack, New Jersey

For More Information Circle No. 465

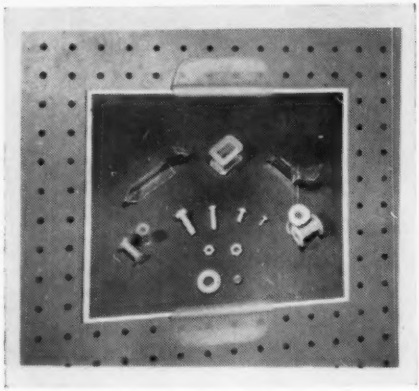
to stack evenly without edge build-up. This permits trouble-free automatic feeding. Reinforced sheets are used in ring binders where the reinforced edge pre-



vents wearing, tearing or pulling through at holes. Typical uses include price lists, parts lists, specification forms, directory sheets and many others. For samples and prices, **Circle No. 154.**

PEGBOARD CLIP

Norton Laboratories Div., Auburn Plastics, Inc., Lockport, N. Y., offers a pegboard clip, molded completely of nylon, for fastening photos or display mate-



Nekoosa makes a paper for every office... and almost every office use... in every size you need!

There's never a question about sizes when you use Nekoosa Papers. Your Nekoosa paper merchant can always supply the *right* paper in the *right* size . . and you have a wide choice of colors, too! All Nekoosa Papers are precision-cut to size at our mills . . . your assurance that every sheet will perform perfectly in modern high-speed office machines.

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Port Edwards, Wisconsin

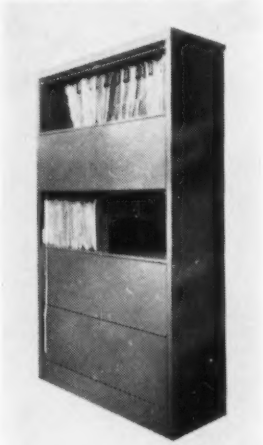
All cut-size Nekoosa Papers are protectively packaged at our mills. Ask about the new ream box that flips open at the end for easy withdrawal of sheets, and keeps paper clean and flat.

For More Information Circle No. 252

rials to pegboards. The clip has four molded pegs on the reverse side which fit the hole spacing in standard pegboards. It is fastened to the board by simply pressing the pegs into the holes. Face of the clip has lip for holding the display material to the board. Pegs are split and slightly tapered to hold securely. **For More Information Circle No. 181.**

SHELF FILES

Fraser & Johnston Co., 1900 17th St., San Francisco, Calif., makes Eas-O-Files with disappearing doors operating on nylon bearings, flush sides and versatile divider relocation for file control. Units are shipped completely assembled, ready for use, and require less floorspace than drawer files for the same storage capacity. For example, 36 Fraser-Johnston Eas-O-Files hold as many records as 45 four-drawer files, save 117 sq. ft. of floorspace, and are said to save over $200 in cost compared to good quality drawer files. Eas-O-Files are available in standard and legal size with five or six shelves, with or without doors and locks. Standard gray or green baked enamel finishes and special colors may be ordered. Made of heavy



gauge cold-rolled steel, files weigh from 120 to 200 lbs., depending on size and style. **For More Information Circle No. 201.**

New, Improved, Money-Saving **ACCOUNTING EQUIPMENT**

POSTING TRAYS

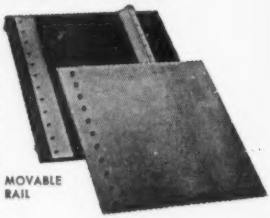
Narco
COMPRESSION TYPE

Speed paper handling with this sturdy, compression type NARCO Posting Tray. Opens, locks, extends, with finger tip control for posting, reference, storage. Lightweight. Lifetime, precision built, steel construction.

Narco-Matic
PORTABLE TYPE

Simplify and speed posting for small groups of accounts with this NARCO-MATIC Portable Posting Tray. Combines the convenience of a posting tray with the compactness of a binder. Aluminum. Lightweight yet sturdy.

WRITING BOARDS



Create multiple records with one writing. Get machine efficiency—without the machine. Patented features on NARCO movable boards insure positive registration. Collating rails cannot fall out. Lightweight. Easy to handle.

Wide selection of standard sizes. Special sizes made to order. Write for information and prices.

ADV. 8

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2125 W. MISSION ROAD
ALHAMBRA, CALIFORNIA

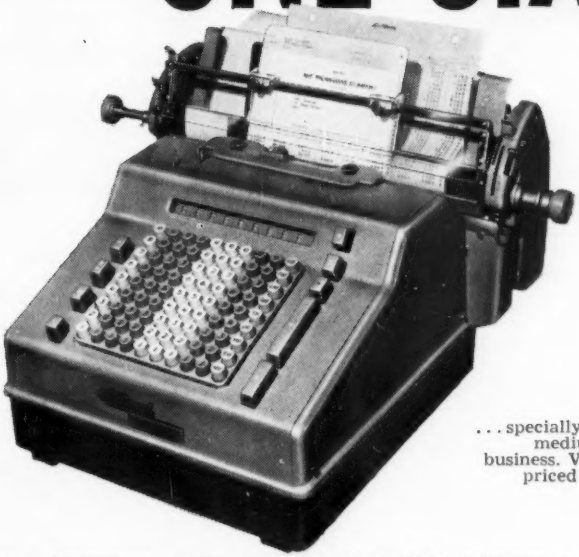
Narco

DISTRIBUTORS:
Some territories still open

For More Information Circle No. 464

INTRODUCING

the new *National* ONE-SIXTY



. . . specially designed for the medium and small size business. Various models are priced to fit any budget.

3-in-1 Posting. Statement, ledger and journal are posted simultaneously on carbonless NCR Paper. This operation eliminates all duplication of work, month-end balancing problems and statement writing!

Exclusive "Live" Keyboard. All keys are electrified. The same keys automatically add in debit columns, subtract in credit columns, non-add reference numbers, and non-print when required.

Special Features For High-Speed Operation. Front-feed carriage, new plastic ledger card guides, visible printing line, new multi-purpose "V" bar . . . and many other features assure fast, easy operation.

The new National One-Sixty's flexibility, accuracy and speed will give you additional time- and money-savings. For a demonstration, call your local National representative today. Or mail coupon.

THE NATIONAL CASH REGISTER COMPANY,
Dayton 9, Ohio

Name_____

Address_____

City_____ Zone____ State____

*TRADE MARK REG. U. S. PAT. OFF.

*National**

ADDING MACHINES • CASH REGISTERS
ACCOUNTING MACHINES
NCR PAPER (NO CARBON REQUIRED)

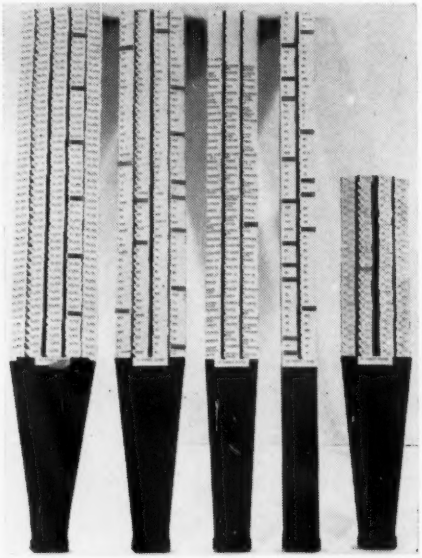
1039 OFFICES IN 121 COUNTRIES • 75 YEARS OF HELPING BUSINESS SAVE MONEY

For More Information Circle No. 247

For More Information Circle No. 241

SORTERS

RO Mfg. Co., 4028 West 73rd St., Prairie Village 15, Kans., makes RO Direct Sorting Equipment of two types. The vertical visible type is for all weights of paper and card stock from ⅜"x2" to 4"x9"; the lay type is for sorting media from 4"x6" to 9"x14". One clerk can sort directly to form 25 to 250 breakdowns in one sorter in a sorting area of 23", or up to 1000 breakdowns using four units in a sorting area 40"x60". Sorters are designed and indexed specially for



particular sorting operations. While conventional sorting methods may require an average of four readings and handlings to obtain a desired sequence; the RO method requires an average of only two readings and handlings. It is said to be able to save 25-50% on sorting time and costs. It eliminates re-readings and re-handlings, speeds sorting, simplifies the operation, and speeds the flow of work. Its application to any given operation does not entail any change of present system or forms; nor does it require any punching. Can be applied to practically all types of sorting operations. **For More Information Circle No. 147.**

a new time saver for Multilith operators

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accurate masking sheets

With a truly accurate grid and many exclusive features designed for your convenience, **dimask** offers the finest engineered masking sheets available. **dimask** masking sheets are designed to be used with 1250 Multilith, ATF 15 and 221 Davidson Presses.

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For More Information Circle No. 398

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MODEL 41C CARBON COPIES NUMBERING MACHINE

Will make up to 12 good carbon copies.

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For More Information Circle No. 399

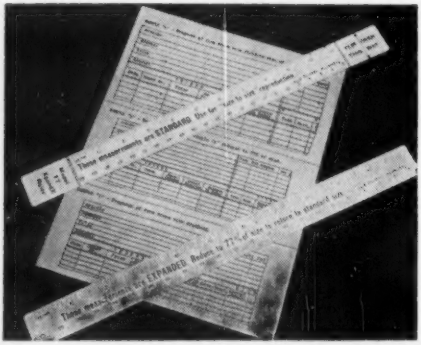
CARBON PAPER

Roytype Dept., Royal McBee Corp., Port Chester, N. Y., offers its Varsity all-purpose carbon paper pack, consisting of 12 standard weight, 8½" x 11½" sheets of

black carbon paper in an attractive, heavy-duty folder designed to fit in the desk drawer and withstand frequent handling. The carbon paper is suitable for pencil tracing as well as typing with any typewriter. Suggested retail price is 50 cents. Dealers who order a gross or more can have their names and addresses printed, free, on the folders. **For More Information Circle No. 144.**

ENLARGING RULER

Frank F. Farken, 296 Summer St., Bristol, Conn., offers the Xpandx Ruler for designing forms in a larger size, to be re-



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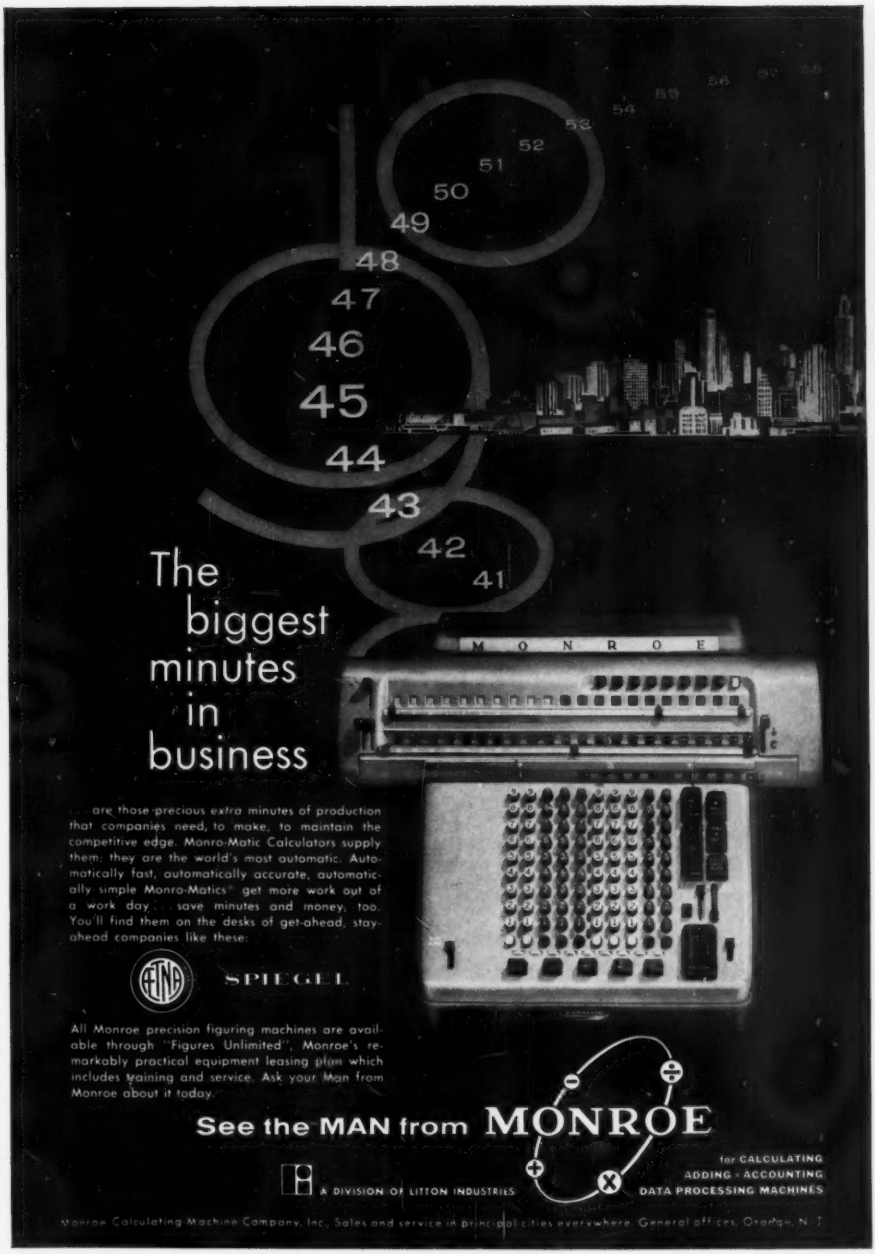
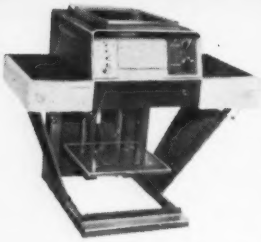
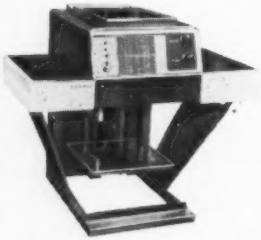


For More Information Cricle No. 342

NEW KENRO "VERTICAL 14" *Companion*



KENRO "VERTICAL 24" shoots up to 18" x 24". . . the four-up camera



KENRO "VERTICAL 18" shoots up to 14" x 18" . . . the two-up camera

For More Information Circle No. 226

For making duplicator masters and projection photocopies

Here is the first true office-type camera. As its name implies it is designed to team up with offset duplicators and new methods of photocopying now being introduced. Makes exposures up to 11" x 14". Interchangeable heads are available for the Companion as well as other Kenro cameras for making line and halftone film negatives, xerographic exposures, one-shot photocopies and direct transfer masters.

Write for full information on the complete line of Kenro Vertical Cameras and related accessories.

KENRO GRAPHICS, INC.
Dept. F-10, 25 Commerce Street
Chatham, New Jersey

duced in reproduction. The ruler has standard measurements on one side and the expanded measurements on the other side. For instance, an 8½" x 11" form is enlarged to 11" x 14¼" in its preparation, making it feasible to use a standard typewriter for printed copy on the form. A 23% reduction returns the copy to the 8½" x 11" forms size. Use of the Xpandx Ruler to layout typewritten reports can result in saving almost one page out of three. The Model 77 Xpandx Ruler is 1¼" x 15", printed two sides on white vinyl plastic; costs $2.50. **For More Information Circle No. 111.**

CASH REGISTER

R. C. Allen Business Machines, Inc., 668 Front Ave., N. W., Grand Rapids, Mich., makes the 8310-K5 electrically operated school cafeteria cash register designed to give constant cash control and

handle lunch program reports more quickly and with greater ease. This is accomplished through the 8310-K5's five separate activity counters, each with a 999 capacity, from which totals of five categories including milk, lunches and meal tickets are recorded individually. In addition, this cash register has visible dials with shutter and lock, locked-in detail tape and enforced designation, as well as indi-

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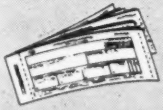
★ REGISTER FORMS
for all registers



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For More Information Circle No. 408

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The original grey eraser point
—always best for erasing.

The girl who uses her head for something more than wearing the latest hair style hates SLOPPY STRIKEOVERS.

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Which point do you prefer?

Slender, Medium or Blunt ..... The choice is yours. EraserStiks 7099 and 7099B can be easily pointed with a mechanical or hand sharpener to suit your taste.

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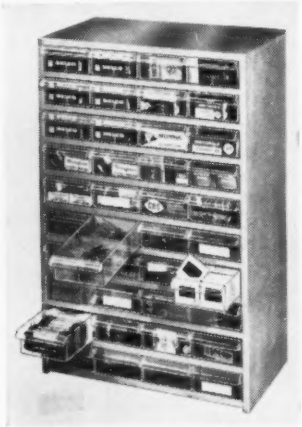
For More Information Circle No. 400

vidual reset knobs on each of the five activity counters, and motorized repeat key for identical ring-ups. Competitively priced and available in standard desert gold or a choice of four metallic pastel hues. **For More Information Circle No. 104.**

STORAGE CABINETS

Akro-Mills, Inc., 820 E. Market St., Akron 9, Ohio, announces its line of M3 and M4 cabinets for accessible, inexpensive, protective storage of small items in offices, stockrooms, maintenance departments, etc. Cabinets permit contents to be seen at a glance through clear plastic drawers, enabling quick visual check for inventory purposes. Basic drawer size is 2″ high, 11″ deep, 3″ wide for M3;



2″ x 11″ x 4″ for M4. Drawer is molded of durable one-piece plastic with pull handle at front. Stop tab at rear limits travel and prevents spillage. Full length runners and strength, make sliding easy. Self-adhesive front labels and inside label slots allow indexing contents. Dividers lock into grooves, are removable and adjustable as required. Each drawer can be divided into 2 to 12 equal compartments or many of non-equal size. Welded steel cabinets are available in sizes holding 6 to 60 drawers. Cabinets can be used singly or stacked in any desired combination. They can be

If your firm is "average-size"...all you need to mechanize your accounting is one girl and the Royal McBee General Records Poster! The girl requires no special training...the Poster imposes no burdensome expense

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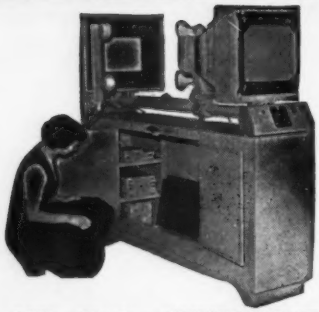
NEW CONCEPTS IN PRACTICAL OFFICE AUTOMATION

For More Information Circle No. 313

New, low cost 11 x 14 CAMERA



The Miller-Trojan "SHARPSHOOTER"

Made of heavy steel and aluminum. Equipped with all latest features to assure top reproduction. Measures 42 x 72 — enlarges twice and reduces three times — requires only semi-skilled labor. Xerography back available. Camera **ONLY $810.90.** Base **ONLY $115.00.**

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For More Information Circle No. 402

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For More Information Circle No. 403

integrated into standard units with 7″ to 28″ between shelves and any width. Range of sizes includes cabinets containing 6-48 M4 drawers, 8-60 M3 drawers. Prices range from $8.98 to $66.98. **For More Information Circle No. 136.**

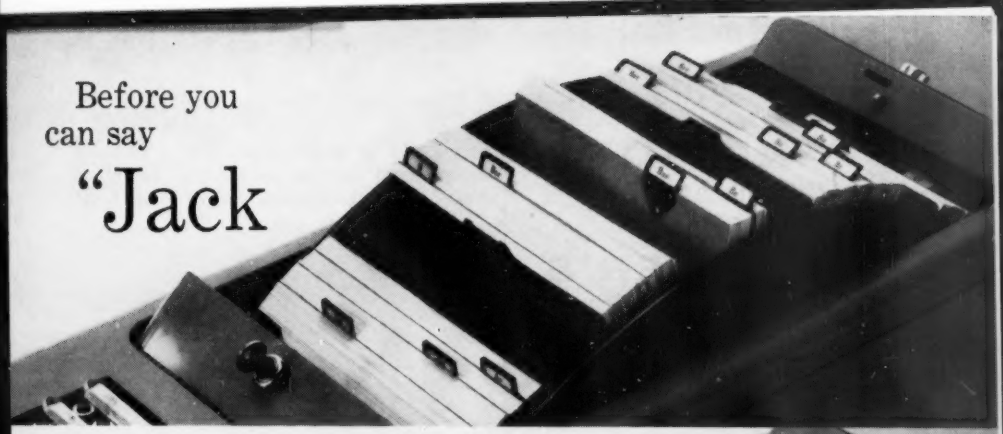
COMBINATION LAMP

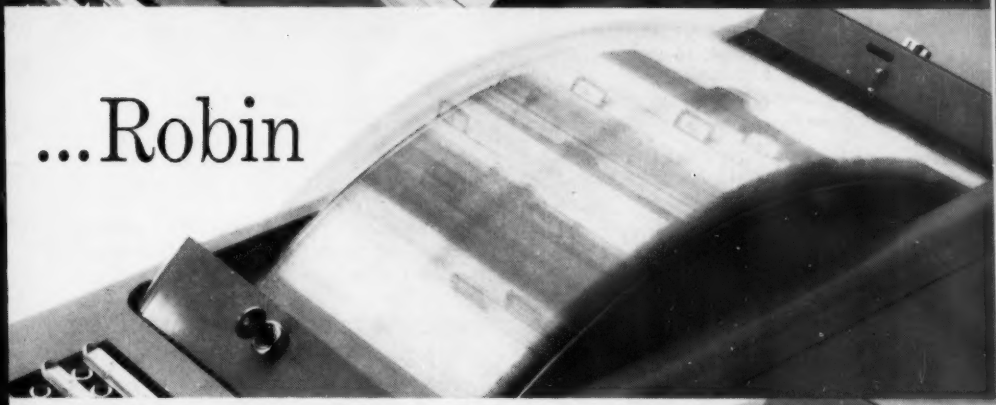
Luxo Lamp Corp., Dock St., Port Chester, N. Y., makes the Luxo LC-1 Combo Lamp combining incandescent and fluorescent light which may be used separately or together. Lamp's light output is 500 footcandles at 12″ using one 60-watt incandescent bulb and one 22-watt

Circline fluorescent lamp. Luxo's precision spring-balanced action provides fingertip adjustment for light where you want it and lamp stays put. Unit can be turned out of the way when not in use. The 45″ extension arms revolve 360°. Made with wall bracket, desk base or floor stand, finished in dove gray, metallic green or desert tan. **For More Information Circle No. 182.**

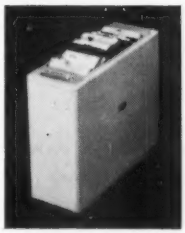
GLOBE

George F. Cram Co., 730 E. Washington St., Indianapolis 7, Ind., makes the Tuffy 12″ globe ball of hard plastics which is now standard on all their 12″ Hand Made Deluxe Globes. This globe ball may be bounced and hammered without dam-





...you've got his card. Or an inventory card, data card, account receivable. *Any* type of card-record. That's provided they're in a REVO-FILE, Mosler's amazing new rotary file. It's entirely different from old style tray files or rotaries in capacity, mobility, and ease of finding and filing. Just *drop* your cards in REVO-FILE. For more information write **Revo-File Systems Division, The Mosler Safe Company, 320 Fifth Avenue, New York 1, New York.**



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CARTER'S

new

GOLDEN ARROW

DISTINCTION! Special treatment provides trouble-free handling.

CLEANLINESS! No smudge, no carbon "rub-off" from copies.

WEAR! Much more than ordinary carbons.

VERSATILITY! One weight, one finish does many different jobs.

Try Carter's new Golden Arrow Carbon on your specific typing jobs of from 1 to 6 copies. Then, you be the judge.

(Ask about Carter's new Golden Arrow Pencil and Ball Pen Carbon, too.)

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For More Information Circle No. 469

age. Light in weight (just over 1 lb.), an independent testing laboratory found it would support over one ton of weight. It

is completely unaffected by extreme changes in temperature. **For More Information Circle No. 224.**

VACUUM CLEANER WET PICK-UP

H-P Products, Inc., 543 W. Gorgas St., Louisville, Ohio, offers the Wetvac wet pick-up attachment which allows vacuum

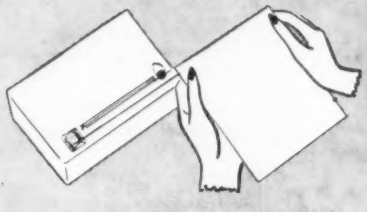
cleaner users to pick-up liquids and foam or clear toilets and drains without stooping or soiling hands and clothing. Engineered

For More Information Circle No. 229→

New speed way to apply
"The TAPE THAT STICKS ON BOTH SIDES"

EASY TO USE...

Place paper in position, press down on tape.



Lift up, pull across, tear off on cutter knife.

Attach or insert for a quick, neat, concealed mounting job.

New **C-12 Applier** *for*

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SCOTCH BRAND

No. 665 Double-Coated Tape

Now—increase work output up to 50% attaching riders, mounting photos and clippings, tipping on samples or swatches. New No. 665 *linerless* Double-Coated Tape is adhesive-coated on both sides, like a neat, clean ribbon of glue. Stays pliable, won't pucker or stain papers, doesn't smear. Papers *and* hands stay clean!

C-12 Applier automatically positions material onto tape—easily and *accurately*. Smooth all-metal design with non-marring rubber pads that hold on any work surface. Loads quickly, no adjustments, no parts to jam. Compact size 10" x 2" x 4½". Uses ½" or narrower widths of "SCOTCH" BRAND No. 665 (linerless) Double-Coated Tape. Only $8.95 at your tape supplier's now—pays for itself with just a few working hours!

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to fit most upright, tank, canister or built-in vacuum cleaners, Wetvac will handle complete wet-dry cleaning jobs without an expensive, independently powered wet vacuum unit. Wetvac is a primary separator that collects liquids and exhausts only dry air to the vacuum unit. A shut-off valve, activated by liquids, suds or foam, automatically cuts off vacuum power as receptacle fills. This prevents moisture from continuing to vacuum unit. In addition to its universal adaptor, Wetvac is furnished with 7 ft. of flexible hose (other lengths available), wand and squeegee. It is made of lightweight steel, with a rust resisting finish. **For More Information Circle No. 131.**

PENCIL POINTER-CLEANER

Elward Mfg. Co., Coloma, Mich., introduces a simple, functional lead cleaner that attaches to its Tru-Point lead pointer. Intended primarily for accountants, draftsmen, architects, engineers and artists, the cleaner fastens over the base of the pointer. A slot in the top of the tubular cleaning device gives access to two nylon brushes. Sharpened lead is whisked through the slot to remove all loose lead dust that might smudge drawings or ledger

entries. Device needs cleaning only about every three months and disassembles quickly for easy maintenance. Replacement brushes are available. **For More Information Circle No. 214.**

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For More Information Circle No. 404

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At a glance, the photographs shown may look the same — but look again. The camera speed has captured the very few motions and speed of this reference filing operation.

This is motorized filing at its best in the Wright Rotary Model 40. All controls are close to operator. It's a complete work station, space saving unit. Engineered with low silhouette appearance and the most advanced vinyl coated steel covers all outside panel. Paint maintenance has been eliminated — appearance lasts for machine life. Operation is fast and quiet too.

No need to change record size — Wright Rotary Files will handle any and all sizes in individual trays with large front labeling to speed identification when rotating. Speed is built right in to give immediate action on impulse — no record is more than three seconds away.

The file and the operator are fully protected with an exclusive Safety Beam which when broken by loose objects stops the rotation until object is removed. Resetting is no longer necessary — minutes are saved.

Learn more about this latest advancement in the motorized filing field. See why files have finally been built and priced for the every day operations.

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THE Wright LINE DATA PROCESSING ACCESSORY EQUIPMENT AND ROTARY FILES

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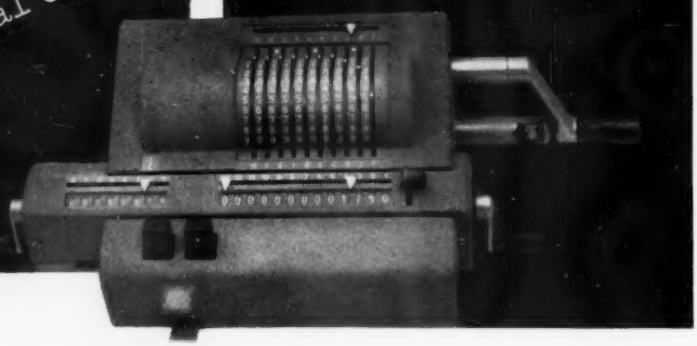
For More Information Circle No. 236

"WHAT! Just $99 for a calculating machine?"

"Made by Original Odhner?"

"Hey! That's a real buy!"



All the famous Odhner features are here for only $99! Compact design, light and sturdy precision-crafted Swedish steel, and best of all . . . ease of operation. Designed for simplicity, the compact hand-operated machine, Model 227, performs all calculating functions, from the simplest to the most complicated, such as simultaneous multiplication and square roots. Outstanding feature of the machine is a "back transfer", time saving device, which makes it possible to perform repeated (chain) multiplications, such as simple and complex discounting calculations.

Sure as one plus one equals two . . . this $99 Odhner Portable is the perfect calculating machine for everyone who makes it their business. See the Yellow Pages for your nearest Odhner dealer, or write:

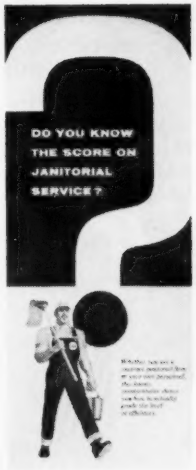
FACIT INC.

404 Fourth Avenue, New York 16, or
235 Montgomery Street, San Francisco, Calif.

For More Information Circle No. 318

Literature from the Manufacturers

JANITORIAL SERVICE



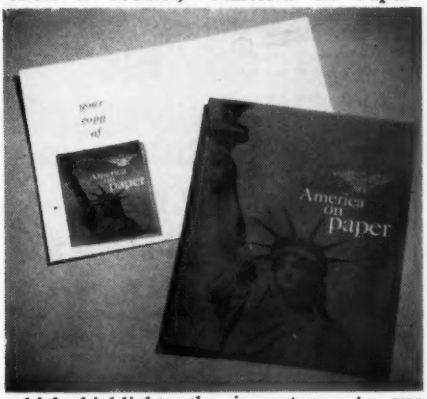
American Building Maintenance Co., 335 Fell St., San Francisco 2, Calif., have compiled a questionnaire which, when filled out, allows you to judge the quality of your present janitorial service. It also implies the type of service rendered by this company which operates in a number of cities from coast to coast. For the folder, **Circle No. 194.**

PAPERWORK SIMPLIFICATION

Charles Bruning Co., Mt. Prospect, Ill., offers "Bruning for Business—A Guide to Paperwork Simplification." This detailed volume is designed to familiarize executives with the broad scope of possible Copyflex uses in data processing. It shows how the Copyflex diazotype copying method can become an integral part of almost any paperwork system and that it is easily adaptable to meet changing requirements. Emphasis is on systems concepts, but there are step-by-step drawings and many forms are illustrated. Dividers separate the contents into key company functions, and 12 actual forms have been inserted. Bound in a durable loose leaf binder, the manual is designed to accommodate additions describing new developments. Businessmen, consultants and educators may secure copies at $6 each by noting an order on their organization letterhead and mailing to Advertising Manager, Charles Bruning Co., Mount Prospect, Ill.

AMERICANA

Wausau Paper Mills Co., Brokaw, Wis., offers a booklet, "America on Paper"



which highlights the importance to our civilization of paper—the often taken-for-granted element that documents our cul-

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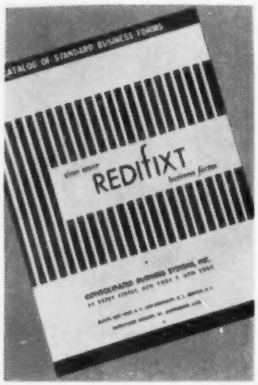
For More Information Circle No. 428

ture and preserves complex communications today. Excellent artwork illustrates its text which makes interesting reading for those who have more than an ordinary interest in paper. Presidential note paper preserved Lincoln's unforgettable words at Gettysburg and paper quietly plays its significant role from the Mayflower Compact to a modern office memo. For a copy of this booklet, **Circle No. 206.**

STOCK FORMS

Consolidated Business Systems, Inc., 30 Vesey St., New York 7, N.Y., has prepared a 20-page illustrated catalog of its Redifixt standard forms. These include tabulating forms; continuously pasted



forms (up to seven parts per section) for use on electronic data processing machines; carbonless paper; Redi-checks; continuous envelopes, and many other forms. For the catalog, **Circle No. 176.**

FILE BINDING MACHINE

Royal McBee Corp., Data Processing Div., Port Chester, N.Y., describes a machine for custom on-the-premises binding of records at lower unit cost in a one-page specification sheet. The McBee Binding Machine protects valuable records against misfiling or loss, allows shelf filing and keeps important papers within the office at all times. Machine operation can be performed by any office worker after

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10 COPIES FROM 1 NEGATIVE!

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ECONOMICAL! Cuts cost of photo copies in half.

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SAFE! No unpleasant odors or fumes, no blinding lights, no hot grids, no messy trays.

SIMPLE TO OPERATE! You'll learn the knack in less than 5 minutes.

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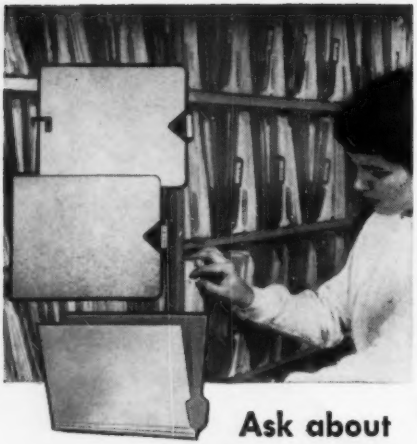

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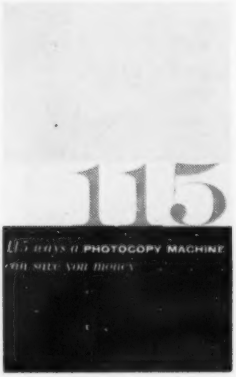
Model for all types of phones and dictating machines.
Write for Literature.
HUSH-A-PHONE
72 Madison Ave.
New York 16

For More Information Circle No. 430

one demonstration. Complete specifications and operation instructions are presented. For brochure S-564R59, **Circle No. 175.**

PHOTOCOPY USES

F. G. Ludwig, Inc., 521 Coulter Place, Old Saybrook, Conn., offers a booklet listing 115 ways a photocopy machine can be utilized. Hundreds of applications are listed, with a brief description of the way photocopy reproductions are employed.



Almost every type of business, industrial, governmental, educational and institutional activity is covered, from those which reproduce correspondence, accounting documents and personnel data to those having specialized photocopying needs, such as reproduction of contracts, and legal documents, books, technical articles and vital statistics. For a copy, **Circle No. 185.**

SOLENOID DIGITAL PRINTERS

Victor Adding Machine Co., 3900 N. Rockwell St., Chicago 18, Ill., offers an informative 8-page pamphlet on solenoid actuated digital printers. Pertaining to both high speed serial and parallel entry printers, this illustrated booklet discusses applications, features and specifications. For a copy, **Circle No. 174.**

WHAT NOT TO PHOTOCOPY

Peerless Photo Products, Inc., Shoreham, N. Y., offers a guide, "What Not to

now just reel off your dictation and mail it right to your office

Now just reel off your dictation and mail it right to your office with the amazing new self-powered portable Stenorette® Companion. This portable dictating machine makes all others obsolete because it's as compact as a salesman's order book, carries its own built-in power, performs like a full-size dictation unit, magnetic tape can be sent right through the mail to be transcribed on the Stenorette in the office.

Check these seven great features: 1. It's equipped with magnetic tape, the world's finest, clearest dictating medium which even lets you dictate in motion in a moving car, train, plane or while walking. 2. Full office machine quality and features: dictate, review, correct mistakes magnetically with simple, push-button control. 3. Two automatic settings for choice of ideal personal or conference recording. 4. Power supply lasts for years when used in conjunction with accessory charger—AC adapter. 5. Small as a book and unbelievably light in weight. 6. Ruggedized for peak performance in move-about field conditions. 7. Fully transistorized for long, trouble-free usage. $199.50 plus F.E.T.

NEW PORTABLE SELF-POWERED

DeJUR GRUNDIG STENORETTE® COMPANION

WRITE TO: DeJUR-AMSCO CORPORATION, 45-01 Northern Boulevard, Long Island City 1, New York, for complete details on the STENORETTE COMPANION self-powered portable dictating system.

For More Information Circle No. 316

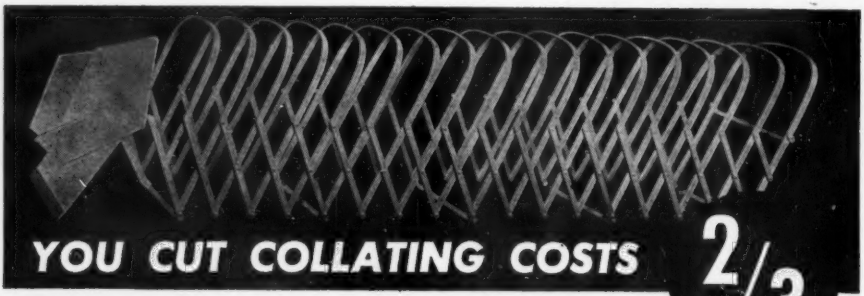
Copy," prepared as a wall chart which can be hung near photocopying equipment. It lists the types of documents forbidden by Federal law to be copied photographically. For the chart, **Circle No. 186.**

SHELF FILING

Remington Rand Div., Sperry Rand Corp., 315 Park Ave. South, New York 10, N.Y., offers an illustrated folder telling how divider-type shelf filing saves 70% of the cost of drawer files, and 50% of floorspace, without sacrificing filing efficiency. The ever-increasing volume of records production and communications makes adequate filing space a problem in many businesses. Large insurance companies have transferred their active policy records from filing cabinets to shelves. Hospitals use shelf filing for case histories. Manufacturers utilize it for correspondence, invoices, engineering drawings, blueprints, etc. Retail and wholesale businesses use it for sales orders, purchase orders and other records. Shelf filing offers increased filing efficiency for transportation outfits such as railroads and trucking companies. In the financial field, it is well suited for credit files, mortgage and trust files, etc. For this folder, **Circle No. 207.**

POSITIVE COPYING PROCESS

Photostat Corp., Dept. TO-1, Rochester 3, N. Y., offers a brochure describing the Photostat Positive Process, its advantages in better copies and savings, as well as types of paper and equipment used. More than 30 different uses are listed. Photostat Positive Process paper does away with the need for a negative intermediate and produces a positive copy in one step. The paper has two layers of emulsion. During development the negative image of the original appears in the upper layer and leads to the formation of a positive image in the lower layer. The high contrast emulsion of the paper improves the quality of many kinds of copy; darkening light lines on prints, improving line copy of poor quality, dropping out gray or



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P. O. Box 8128, Richmond, Virginia

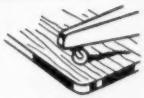
For More Information Circle No. 407

Easy to Clean

Gleams when cleaned with damp cloth. Resists alcohol, cigarette burns, etc.

Extra Thick

Heavy lamination of wood-grain plastic over 5/16" Presdwood. Won't slip, won't creep.



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Chairs glide smoothly over the mar-resistant surface. Not slippery. Chip resistant.

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Protects expensive floor covering and looks superb. This lustrous wood-grain plastic chair mat adds to the efficiency of existing desk space, allowing smooth chair mobility. Adds protective beauty, economically. Rich wood-grain plastic, laminated to extra-thick Presdwood, retains luster and wears like iron. Choose NOW from four authentic wood-grain patterns in decorative colors to blend with any office decor: Walnut, Desert Tan, Mist Green, Driftwood Gray. This outstanding value is surprisingly low in cost.

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For More Information Circle No. 345

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For More Information Circle No. 460

WHICH ONE OF THESE MANAGEMENT QUESTIONS GETS A HAZY ANSWER IN YOUR COMPANY?

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2. *What are the 7 marks of a Useful Report?*
3. *How can we write procedures so anyone can understand who does what and when?*
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5. *Will Electronics solve your office problems?*
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Each of these questions is answered in separate issues of SYSTEMATION, a new service by a 42 year old management service company.

SYSTEMATION costs $20. a year. But you can judge for yourself first. Write for free **FREE** copies of issues answering any two of the above questions.

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Dept. A-11109, P. O. Box 800, Tulsa 1, Oklahoma

For More Information Circle No. 461

smudged backgrounds and giving an ink-drawing quality to copies of pencil drawings. For this brochure, **Circle No. 209.**

FILING TECHNIQUES

Acco Products, Div. of Natser Corp., Ogdensburg, N. Y., offers a 12-page booklet, "Ideas That Save Time & Space,"

which has a 26-photo presentation of efficient desk, drawer and shelf filing techniques. For this booklet, **Circle No. 213.**

"This is not an efficient department if it takes you more than four swallows to finish that cup of water."

the machine with 1,000 faces

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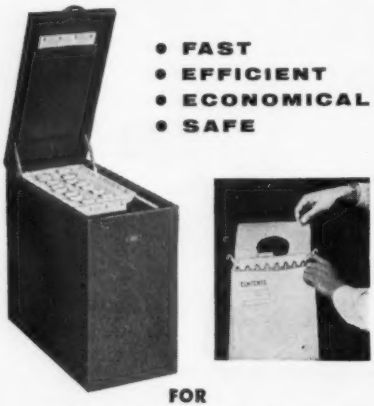

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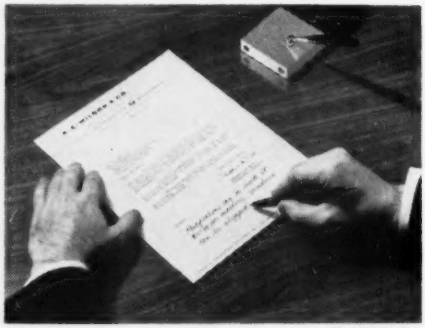
ATLAS STENCIL FILES CORP.
16716 Westfield Avenue, Cleveland 10, Ohio

For More Information Circle No. 444

How a Copying Machine Aids Letter Answering

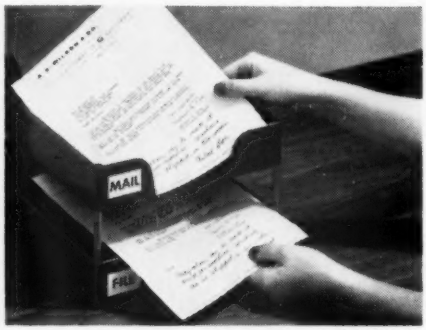
REDUCING AT LEAST 50% of the time required to reply to a letter, this method also eliminates dictating, typing, proofreading, and correcting. It entails these five steps:

- Incoming letter is read.



A. B. Dick Co.

- Reply is handwritten on a margin of the letter.
- Letter is run through a copying machine by secretary.
- She mails the copy.



A. B. Dick Co.

- She files the original.

Contrast this with the conventional way of replying to correspondence:

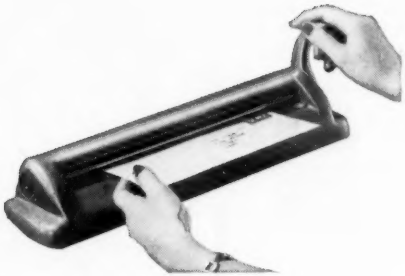
- Incoming letter is read and held

for dictation.

- It is re-read prior to dictating reply.
- Reply is dictated.
- Reply is typed.
- It is proofread and signed.
- Reply is mailed.
- Carbon copy is clipped to original letter and filed.

The first method takes less than five minutes to perform, while the second requires at least 12. There is a saving in filing space when only one sheet instead of the usual two need be filed. This is advantageous where correspondence is microfilmed. For the originator of the letter, the machine copying method makes it unnecessary for him to remove the filed copy of his letter when he receives the reply.

Reports read earlier!



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LA CROSSE, WISCONSIN
PHONE 2-1277

For More Information Circle No. 322

Leasing Space

(Continued from page 93)

What is the percentage of rentable to usable space?

What additional costs are involved? These will include such things as cleaning and waxing, escalator clauses, electrical maintenance, overtime heating and air conditioning.

What is the length of the proposed lease and how will rental and work allowances be affected by it?

To give some idea where a company stands in relation to other consumers of office space, here is a breakdown in terms of four basic categories: small, medium, large and major.

Small. Tenants who are considered small consumers of office space, renting from 500 to 2000 sq. ft., are frequently professional people such as attorneys, small advertising and public relations agencies, architects and industrial firms in their infancy. It is in this category that the widest rental range is possible, from $5 to $10 per sq. ft. Small tenants are usually less concerned about fringe costs that others because of their small usage. They should make certain to obtain attractive and convenient quarters at a price they can afford. A short-term lease will insure flexibility in view of growth or change in space needs.

Medium. A medium size consumer of space ranges in the 2000 to 10,000 sq. ft. area. This usually includes district offices of larger companies, soft good manufacturers, buying offices, and large law and accounting firms. Such

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Select ROUGH and REBUILT
OFFICE MACHINES
EVERY MAKE···EVERY MODEL — AT TREMENDOUS SAVINGS!

- ADDERS • BOOKKEEPERS • CALCULATORS
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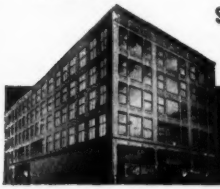

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INTERNATIONAL OFFICE APPLIANCES, INC.
Department Store of Office Machines
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For More Information Circle No. 389

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Machine Economy

- **Increase Efficiency**
- **Improve Scheduling**
- **Eliminate Machine Inactivity**

Engler Hour Meters reduce total operating or rental cost of tabulating equipment and business machines by registering hours of actual machine usage. Effectively put records on an accurate basis and substantially reduce second shift payments. Many users have already realized large savings. Engler Hour Meters are easily installed and have been precision engineered and ruggedly built for years of dependable service. Reasonably priced. Write for detailed bulletin OF-8.

Engler Instrument Co.

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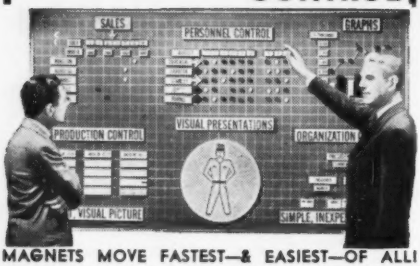
VISUAL MAGNETIC CONTROL



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For More Information Circle No. 382

concerns pay between $4.75 and $8 per sq. ft. and should give careful thought (though few ever do) to "hidden" fringe costs for cleaning, electrical maintenance, overtime heating, etc. An office for a medium size tenant should be *professionally* designed. Such a tenant too often makes the mistake of using his own conception of how his office should look. This is often impractical and costly.

Large. A large company uses 10,000 to 25,000 sq. ft., involving entire floors, with an employee force of from 75 to 200 people. Advertising agencies and transportation companies are among the typical large consumers of office space. A rental range from $4.60 to $6.50 per sq. ft. is standard, and it is generally advisable that this type of tenant enter a new building, paying particular attention to construction, electrical arrangements, type of heating, plumbing, etc. He will generally be making a substantial investment and taking a rather long-term lease.

Major. Occupants using 25,000 sq. ft. or more—sometimes leasing an entire building—are considered major tenants. Such a tenant is usually one of the nation's top corporations, whose considerations as regards to space are much the same as those of the large tenant. Here is how one major company planned and executed a successful move to new offices.

A few years ago, Colgate-Palmolive Co., which occupied 185,000 sq. ft. of antiquated office space in Jersey City, decided to obtain new quarters. After thorough consideration had been given to various alternatives, it was decided to lease 330,000 sq. ft. on 12 floors in

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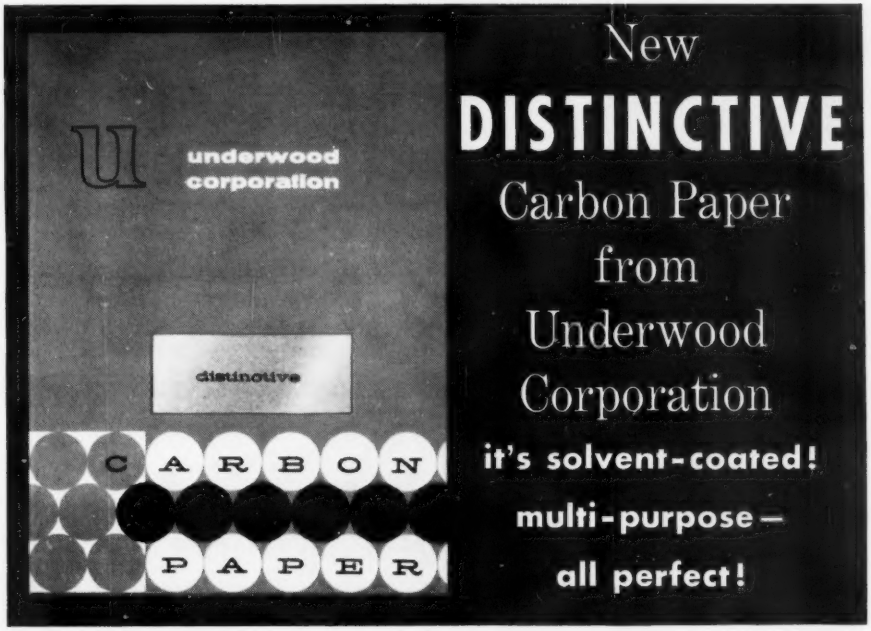
SAVES ON STOREROOM SPACE—
GIVES BETTER RESULTS—



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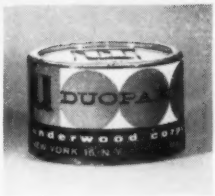
YOUR GIRLS WILL PREFER IT. No smudging, no smearing, nicest to handle. New, smartly styled package is another big attraction. Order today from your Underwood representative!

Try this new solvent-coated carbon paper at no cost. Just write: Underwood Corporation, 1 Park Ave., New York 16, N. Y.



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DUO-PAK RIBBON

Twin spool ends threading-problems. No messy handling. Works with instant "click in" motion.

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For More Information Circle No. 329

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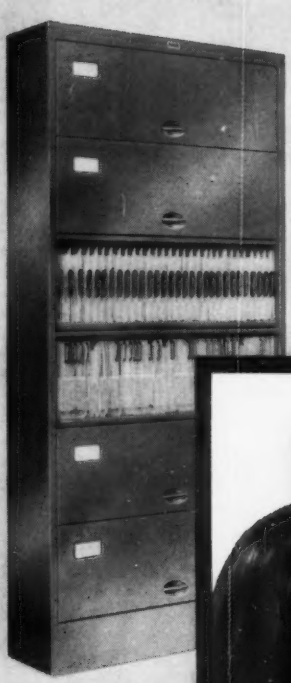
HAVE PROVEN, in hundreds of offices, that they can SAVE YOU 50% or more in filing time, space and money!

ONLY SPACEFINDERS offer these advantages:

WELDED CABINET designed specifically for maximum filing efficiency.

FILE CAN BE MOVED WITH CONTENTS INTACT. Rugged Spacefinders are shipped complete and ready to use.

DOORS GIVE DUST, DIRT AND FIRE PROTECTION – serve as pull-out work shelves, and can be provided with locks.



An appearance asset to any office.

Instant visibility and availability for thousands of records.

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PRODUCTS CO.

Send to Dept. O, Tab Products Co., 995 Market St., San Francisco 3, for 24-page catalog and name of our local representative for full information on Spacefinder savings.

For More Information Circle No. 343

a new building under construction at 300 Park Avenue, New York (now called the Colgate-Palmolive Building). Due to its financial standing and the great amount of space it required, the company was able to secure very favorable terms. After extensive studies on the best space allocation possible—including projection up to 25 years—it was decided that 256,000 sq. ft. would be needed at the beginning with expansion areas planned for five, ten and 15 years ahead.

Every aspect of the move was thoroughly scrutinized by management assisted by outside professionals. When the company finally moved its 37 home departments into their new offices, the operation was a complete success.

As suggested by the foregoing, a broker can often enable a concern to capitalize on its prestige and the security of its tenancy to obtain favorable terms. Here, of course, timing is important as it is obviously best to negotiate when tenacy of the building is most needed. Two firms that found it necessary to make substantial changes in their offices within a short time of making long-term lease commitments were Socony Mobile Oil Co. and Warner Bros. Inc.

Socony Mobile—a major tenant at 150 East 42nd St., New York—did not make adequate arrangements for expansion and is now going to lease 250,000 sq. ft. of additional space in a new building going up across the street.

Warner Bros. took a long lease on 80,000 sq. ft. at 666 Fifth Ave. about a year ago. Shortly afterward the company decided to move its entire operation to the west coast. Its New York

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file-folder labels
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save boss's money!

Office studies prove AVERY self-adhesive File-Folder LABELS can definitely save you time and save your boss money.

Little wonder – they give quick, positive identification to all file folders . . . and they're a breeze to apply! Best of all they need no moistening – no messy mucilage to lick. Just stick 'em on . . . and they stay on . . . neatly, firmly.

Available in a bouquet of ten fresh colors, plus white — for bright, efficient color coding . . . in sheets of 8 labels each with guide lines for uniform typing . . . and the last label won't slip in the typewriter because of the extended backing sheet!

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Please send me samples of Avery file folder Labels.

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Company _____
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For More Information Circle No. 374

More that's new, more that's profitable, more reason than ever to attend

1959 NATIONAL BUSINESS SHOW

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Plan now to attend the 1959 National Business Show.

COLISEUM Columbus Circle, New York, N.Y.
October 19 through 23, 1-10 p.m. daily

For information, telephone OXford 7-7142 or write National Business Show, 530 Fifth Ave., New York

For More Information Circle No. 434

space was then offered on a sublease.

After careful evaluation of all alternatives, the prospective tenant should be guided by a final step—evaluating the space and layout. Ask yourself: What are our expansion possibilities and limitations? Does the proposed space really offer the flexibility we are looking for? Is the character of the building and its tenants suitable? Are special costs in keeping with what we want to spend? Is the layout economical?

An office designer will do much of the preliminary planning and determine the suitability of the layout at little or no cost, if he is assured of doing the job once the decision to move has been made.

In review, the procedure to be used when looking for new offices: (1) appoint one executive to handle and coordinate the project; (2) obtain the services of a reliable broker; (3) evaluate the available space and layout; (4) have company attorneys and professional advisers negotiate the terms of the lease for the most favorable conditions possible.

Addressing System

(Continued from page 39)

on the master card. The first contains an identification code, month and year name was obtained, amount of first sale (if the card represents a new customer), and typist's initials. PR means name represents a prospect; CN identifies a customer acquired through an over-the-counter sale; NC refers to a mail-order customer.

Next step is to code punch the card.

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HOUSTON, Adding Machines Distributing Co., 2223 Caroline St.
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For More Information Circle No. 339

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178 FIFTH AVENUE, HAWTHORNE, NEW JERSEY

For More Information Circle No. 340

Below the space used for the address imprint are 25 circles which, when punched, show whether name on card represents a customer or prospect, and also provide the following data: for customers, type of item purchased (parts, hi-fi equipment, kits, or miscellaneous), year of purchase and number of purchases during year; for prospects, year and calendar quarter in which the name was obtained. Pencilled crosses are made in the proper circles, utilizing data obtained from sales slip, catalog order form, coupon, or other source. Afterward, circles in a batch of like cards are gangpunched on a paper drill.

Each time a purchase is made, Lafayette prepares a new master card. If there is a card already in file for that customer, pertinent data is punched into new form manually, and new card replaces old one. Thus, the master file provides a cumulative, up-to-date record of each customer's purchasing ac-

"Our methods men continuously strive to improve our office routines."

Complete your line with the Sengbusch nine...

Faster Selling Office Aids

Everyone's selling more Sengbusch Distinctive Office Essentials! Chances are, your morning mail was signed, sealed, and delivered to file, through the aid of these eye-and-buy styled Quality Desk Items. Free sales promotional pieces. Write for details.

Sengbusch

12-10 Sengbusch Building
Milwaukee, Wisconsin

For More Information Circle No. 435

Cincinnati
TYM-an-DATER

AUTOMATIC TIME STAMP

- **DEPENDABLE**
- **ACCURATE**
- **FAST**

Exclusive, Geneva-geared drive for accurate time wheel placement. Heavy cast iron frame and case for utmost stability. Heavy duty Telechron motor. Feather-touch, internal trip switch for the lightest paper.—Assure you the finest, fully automatic time stamp. Available with or without visible indicating clock.

THE Cincinnati TIME RECORDER CO.
1733 CENTRAL AVE.
CINCINNATI 14, OHIO

For More Information Circle No. 375

tivity. One tray holds approximately 2000 cards.

It used to take at least a full day to get the majority of orders ready for shipment. Now, 90% of them leave the same day they are received. Perhaps the biggest single saving is in the preparation and maintenance of the master file. The cards cost only $2.36 per thousand. Since Lafayette adds more than 10,000 new names each year, and updates (replaces) an additional several hundred thousand customers and prospects during the same period, the cards have produced a big dollar saving each year.

Formerly, when the mailing house received a batch of ad coupons containing prospect names, four days were required to prepare and affix address labels. Now, Lafayette uses its electric typewriters to prepare address masters from these coupons, and runs off the labels on the addressing machine. The mailing house then affixes the labels and mails the catalog. Total time required for the job is now two days.

A typist can prepare about 200 address master cards per hour.

Metal plates took up approximately 96 sq. ft., versus about 64 sq. ft. for the cards.

"Rock-It 88"
"Pendulum Motion"
OFFICE CHAIRS
"SPRING STEEL SUSPENSION"
FOR EXTRAORDINARY COMFORT
"WHEN YOU SIT, YOU'RE SOLD!"

RICHCRAFT FURNITURE CORP.
P. O. Box 2353 Tulsa, Oklahoma

For More Information Circle No. 376

Only fully transistorized PORTABLE dictation machine with

All controls in your hand

NOW DICTATE WHEREVER YOU ARE!

INDOORS OR OUT... WHILE TRAVELING OR AT HOME

Book-sized transistorized Comptometer CORONET has permanent printed circuits and built-in erase bar. Tucks into briefcase, car glove compartment, desk drawer... goes where you go.

Comptometer Coronet

Microphone Control. ALL operating controls are in the full hand-size mike. Makes dictation as easy as talking.

Perfect Dictation Every Time. No confusing corrections. Just dictate new phrasing over old—perfect dictation always!

LIMITLESS-LIFE DICTATION BELT PAYS FOR YOUR CORONET

Uses same Erase-O-Matic non-slip belt as Standard Desk Machine. Belt can be reused thousands of times. No recurring costs as with ordinary belts, discs, cylinders—a saving that pays for your Coronet. Belt is easy to insert and remove. Operates on 6 small mercury batteries, available anywhere, or on A.C. with tiny power pack.

Scaled down in all but performance, here's big machine service and big new advancements, wherever you may be—complete portability!

Send this coupon FOR DESCRIPTIVE LITERATURE!

Comptometer Corporation

... Better Products to Better Business

Comptometer Corporation, 1724 N. Paulina St., Chicago 22

☐ Send me Coronet literature

☐ I would like to see the Coronet

Name.....

Firm.....

Street.....

City..... State.....

For More Information Circle No. 360

Consider Wear and

CHARLES M. SCHOLZ, Vice President, Landers Corp., Toledo, Ohio

OFFICE MANAGERS should have a knowledge of the elements that go into office design and decoration. An understanding of lighting and acoustics, upholstery fabrics, carpeting and wall coverings enables one to specify for the special requirements of his office. Without such understanding, accord with the designer is difficult. An understanding of the tools with which the designer works is essential to achieving what *you* want for *your* office.

Visual appeal, harmony and durability should be the criterion for the selection of materials—whether for upholstery on office chairs, carpeting in a conference room or wall paint in a secretarial pool. Each material should be examined with reference to its proposed function. That sofa in the reception room—sat on by 100 or more visitors a day—will require a different upholstery fabric from the sofa in the president's office. Wall coverings in much traveled corridors need to be soil-resistant, a need not nearly so stringent in private offices.

Floor coverings for offices are developing in brighter tones and more interesting designs. Centrifugal patterns are being used to lend a feeling of

S-P-R-E-A-D-I-N-G

across the Nation, to Canada and to the Hawaiian Islands – the ever-increasing sales of Pro-Forms proves that Management is aware of the need for precision in the presentation of instructions to operators of IBM data processing equipment. Management has been quick to recognize that Pro-Forms fill this need like nothing ever has before.

If you have IBM equipment, you need—

Pro-Forms

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San Francisco 1, California

We are pleased to announce the appointment of our NEW YORK CITY representative:
CARTERET PRINTING COMPANY, INC.
480 Canal St., New York 13
WOrth 6-1454
See Pro-Forms on display at Carteret

Other areas available to qualified sales organizations

For More Information Circle No. 390

Maintenance Factors When Choosing Office Fabrics

spaciousness to areas that are otherwise limited. Acoustics also can play an important role in the comfort of office workers. The height and width of a room, the sort of work done there and the machines used, all have an important bearing on determining the basic materials to be used. Both carpet and vinyl cork on floors will help provide quiet.

Materials for wall coverings include wood, paint, fiberglass, vinyl, woven textures, and draperies of various kinds. Warmth, depth, soundproofing, illumination, are all in some degree affected by the materials chosen. Many coverings are entirely unsuited to areas of constant public use. Improper selection for this important visual area imparts a careless, run-down look to the entire office. Easy maintenance and cleanability are essential for clerical areas and corridor walls.

Most office managers probably have more knowledge when it comes to office furniture. Here too, however, the criteria of visual appeal, harmony and durability should be considered. Both wood and steel have their place in today's office—but not the same place. Steel is no longer the one-color affair of some years back. Colors and finishes

F-E-A-T-U-R-I-N-G

Blue Chip BUSINESS FORMS® FOR EVERY FORM OF BUSINESS

SNAP-OUT STYLE — CONTINUOUS — PULLOUTS — IBM TABULATING FORMS AND CARDS — BOOKKEEPING AND ACCOUNTING MACHINE FORMS — DUPLICATING SYSTEMS - Azograph - Hectograph - Ditto — PHOTO PROCESS FORMS - Ozalid - Bruning - Thermofax — SPOT CARBON AND SPOT GUM APPLICATIONS — PUNCHED AND NOTCHED FORMS FOR SORTING — PEGBOARD — VISIBLE RECORD — SHINGLED FORMS — SPECIALLY CONSTRUCTED FORMS

COMPLETE LINE OF BINDERS AND FORMS HOUSING EQUIPMENT

For proven performance and service, consult—

Carteret PRINTING COMPANY, INC.

Manufacturers of BLUE CHIP Business Forms & Systems
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PRO-FORMS

Systems for Presenting IBM Instructions
(including the popular "Gal Friday")
See Pro-Forms on display at Carteret

Samples of all forms and complete brochure furnished on request

For More Information Circle No. 373

Smead's NEW FILE FOLDER LABELS

SELF-ADHESIVE in ROLLS (pressroll)

COMES TO YOU IN MODERN, ATTRACTIVE REUSABLE PLASTIC BOXES.

Now the neatness and ease of **Self-adhesive application**
NO MOISTENING OR UNTIDY HANDLING
. . . just press-on

CONTINUOUS FEEDING THROUGH TYPEWRITER FROM A ROLL—NO HANDLING OF SMALL STRIPS OR SHEETS.

Choice of 8 colors • 250 labels on each roll
Perforated for easy separation.

FEATURES

- MARGIN GUIDE FOR UNIFORMITY OF INDEXING ALIGNMENT
- WHITE BACKGROUND FOR MAXIMUM LEGIBILITY
- ROUNDED CORNERS TO PROVIDE EASY SEPARATION
- TYPEWRITER SPACED FOR 1, 2, OR 3 LINE HEADING WITHOUT TYPEWRITER ADJUSTMENT
- COLOR BAR ACROSS TOP PROVIDES DISTINCTIVE COLOR CLASSIFICATIONS
- PRACTICAL LABEL WIDTH 3½" FOR 1/3, 2/5, OR 1/2 CUT FILE TABS

See your stationer or write us, on your office letterhead, for a free sample of this new folder label.

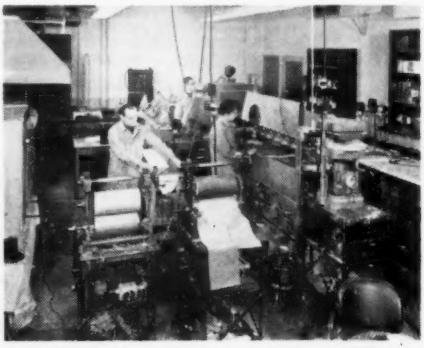
Smead MANUFACTURING CO.
HASTINGS, MINN.
Logan, Ohio Chicago, Ill. Los Angeles, Calif.

For More Information Circle No. 366

are varied and suited to any decor. A warm friendly look can be achieved with modular steel units, not just in clerical areas but in reception and executive suites. New color ranges of Landers' vinyl coated fabrics are adding new dimensions to the use of steel equipment. Vinyl is easy to clean, durable, soil-resistant, and comes in weights suitable for light and heavy use.

The novel, light and graceful styles in wood furniture has been made possible by a more sophisticated use of different woods. Understanding the basic properties of these woods will result in selection of desks, chairs and cabinets that not only look well, but wear well.

Determining who will *use* the particular office and for *what* purpose can make the difference between an office that will last for years, and one that will look fine at the outset but will not stand up. Manufacturers are aware of this "use" problem. They endeavor to test all materials and elements for every possible office use before releasing them. A testing laboratory is an essential ad-



A part of the manufacturer's responsibility today is testing materials under actual office conditions. Here in the Landers' laboratory, vinyl coated fabrics are tested for stress resistance.

Use BEACH Books
for Travel Expense

Weekly & Monthly Books, Weekly Sheets

Beach's Common Sense Expense Books

FIRST in the field, LEADER in Sales

Your Vital Records of Travel Expense:* kept best and most easily in complete, convenient, permanent *Beach Books.

At Stationers, or Write

BEACH PUBLISHING CO. 19829 W. McNichols Rd., Detroit 19, Mich.

For More Information Circle No. 346

PLAIN-VU
INSTANT SELF-LAMINATING

PLASTIC SHEETS

PERMANENTLY PRESERVE AND PROTECT
- IMPORTANT PAPERS
- ADVERTISING MATERIALS • SIGNS
- DOCUMENTS • DRAWINGS • CERTIFICATES
- PHOTOS • CARDS AND PASSES • LICENSES

WITHOUT NEED FOR MACHINES, CHEMICALS OR HEAT

You can actually imbed any flat object of any paper, board or fibre composition in clear, flexible plastic for permanent protection against moisture, wear and grime. Protect, preserve and beautify for a lifetime. Available in a wide range of sizes. Write for free brochure.

PLAIN-VU, THE CARR CORP., Dept. A-10
3407 Prospect Avenue • Cleveland 15, Ohio

For More Information Circle No. 347

Cleans type *CLEANER!* Handy dauber whisks away dirt and goo in seconds! Non-inflammable, absolutely safe; slow-evaporating, hence economical. Look for the smart new orange-and-blue carton on your dealer's shelves.

CONTAINS NO CARBON-TETRACHLORIDE

69¢ at all stationers and typewriter dealers

For More Information Circle No. 348

ONCE YOU TRY SORTKWIK®
YOU'LL NEVER BE WITHOUT IT!

The INVISIBLE Fingertip Magic for
SORTING, COUNTING, FILING UP TO 3 TIMES FASTER!

EASY TO USE! Just rub SORTKWIK between fingers until dry. Hard-to-handle cards, new currency, smooth finish papers can be handled faster, easier. Long lasting supply ... **50¢**

At your stationer or send $1.00 for TRIAL OFFER of two regular size containers

LEE PRODUCTS COMPANY
Dept. 0-10, 2736 Lyndale Ave. So., Minneapolis, Minn.

For More Information Circle No. 349

NEW Low-Cost
MODEL FH-SC
FOLD-O-MATIC
Electric Folding Machine
FOLDS · CONVEYS · STACKS
120 SHEETS PER MINUTE
any fold . . . any stack . . . automatically!
Write for FULL DETAILS
THE PRINT-O-MATIC CO., INC.
724 W. WASHINGTON BLVD. • CHICAGO 6, ILL.
For More Information Circle No. 362

Grifhold UTILITY KNIFE
#112
$1.50 each
with six blades
A real he-man tool for opening boxes, cutting heavy cardboard or paper. Double-edged blade is retractable. **Write today for free, illustrated catalog of other tools.**
GRIFFIN MANUFACTURING CO.
Ridge Road East, Webster, N. Y.
For More Information Circle No. 363

BOTTOM LINE CARD HOLDER
Controlled Front Feed Stop Gives Precision Alignment
For fast, accurate typing of bottom line index on all visible cards
10 Card Sizes — $2.00 to $2.45
PALSON MFG. CO.
280 Main St., Worcester 2, Mass.
For More Information Circle No. 364

FREE DIES AND PROOFS
GENUINE ENGRAVED LETTERHEADS
$15.00 FOR 1000
Genuine ENGRAVED BUSINESS CARDS
500 $11 • 1000 $15
MANUSCRIPT COVERS 100 FOR $3.00
CLIP YOUR LETTERHEAD TO THIS AD... MAIL FOR FREE PROOF
DEALERS WANTED
DEWBERRY ENGRAVING CO.
807 SO. 20th ST., BIRMINGHAM 5, ALABAMA
For More Information Circle No. 365

junct to most manufacturers today, and the results of tests are passed on to the users in improved materials.

At our own laboratory in Toledo, for instance, a staff of 30 is devoted solely to researching and testing our vinyl coated fabrics. Landers' testing room is equipped with every kind of apparatus for evaluating upholstery and wall covering vinyl fabrics under conditions common in modern offices. One device flexes and folds samples of material time after time, under pressure, by the hour or day. Two types of abrasion machines are used to determine the wear resistance of fabrics under normal and heavy usage conditions. A fadeometer tests the fastness of colors. Other equipment tests for flame resistance.

Another section of the laboratory develops new imprinted weights and patterns for different office uses. Vinyl fabrics that will appear luxurious and still withstand hard usage are researched for reception and executive areas. New fabric weights are sought for use in heavy duty clerical areas with a mini-

Testing upholstery materials for tensile and tear strength in the Landers' laboratory to determine if they will stand up under everyday office usage.

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american dictating machine co., inc.

OFFICE AUTOMATION

that pays for itself...

REX RECORDER

TODAY'S MIRACLE DICTATING MACHINE

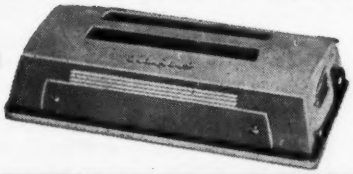
ONLY WITH REX—
You make thousands of crystal-clear magnetic hi-fi recordings on one disc.
No tape or wire to spill or break.
No Eavesdropping—No Conflict with old dictation . . . Magic bar erases old dictation in one sweep.

REX RECORDER with automatic push-button control is the most modern dictating system any office can use. The Magic Eraser permits re-use of a single unbreakable disc thousands of times! Insert or remove the disc in a flash. Perfect, simple operation . . . . . .

TEST REX IN YOUR OFFICE 3-DAYS FREE!

REX RECORDER erases mistakes . . . automatic place location, end-of-disc signal, record/stop anytime with push-button ease. Unusual economy! See YOUR ADM-REX DEALER TODAY—he'll gladly demonstrate the REX RECORDER at your office. Test the REX 3 days without obligation.

a d m "PRINTESS" PHOTO COPIER



Famous Throughout the World

Designed for everyone . . . For use by everyone. "Printess" makes copies in 4 seconds! Gives perfect copy from the very first time. No muss—no fuss—no mistakes! Use "PRINTESS" anywhere, in any light for more copies per minute . . . Copies anything—crayons, all colors, pencils, ink—at low cost!

DEALER SERVICE THROUGHOUT THE U. S. A.

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business machines

51 West 45th St.
New York 36, N. Y.
JU-6-1180

For More Information Circle No. 336

THE

"KOH-I-BALL"

. . . the New Double-Ended Ball-Point Pencil

• writes RED • writes BLUE

another Koh-I-Noor exclusive . . . the only two-in-one ball point pencil of its kind on the market.

- ✓ *polished brass nose-pieces*
- ✓ *light wooden barrel*
- ✓ *full-length red & blue ball-point inserts (easily replaced with available refills)*

Packed either 12 Koh-I-Balls on a display card or in a dozen box.

Retail price 49c

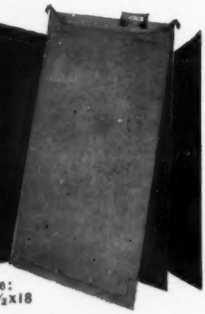
trade and quantity discounts available.

Koh-I-Noor Pencil Co.
Bloomsbury 10, New Jersey

For More Information Circle No. 356

File 'em and Find 'em **FAST**

SAVE TIME *and* **MONEY** *on offset re-runs*



Size: 10½x18

Now you can safely file and protect Plates, masked Negatives and valuable related material . . . in sturdy ENVELOPES on reusable steel hangers . . . Indexed for quick-finding. NEW open-design double pockets let you instantly locate the right job without lifting envelope. And there is a MIM-E-O Cabinet for every Offset filing need. Approved by Office printers and Pressroom professionals. Sold everywhere by leading Duplicator Products dealers. If your dealer doesn't have them yet, **please write us.**

MIM-E-O STENCIL FILES CO.
1051 N. Paulina Street, Chicago 22, Ill.

For More Information Circle No. 358

Cop-e-Eez

COPY HOLDER & LINE SPACER

$17.67
Tax Incl.

- Line guide extends to 17"
- Holds notes 3/16" thick
- Single and double spacing
- Gentle-touch space bar
- Anti-noise cushioned
- Steel construction
- Flat-fold storage

Companion *Cop-e-Ett* with manual line indicator **$7.95**
Slightly higher in the West

SOLD AT DEALERS EVERYWHERE

manufactured by:

R. FUNK & COMPANY INC.
FURLONG, PENNSYLVANIA

For More Information Circle No. 357

EVER-SAFE Presents Another First — TABULATING CARD TRAYS

Desk High — Stores 26,400 Tabulating Cards

FIRE PROTECTION—For irreplaceable TABULATING CARDS—ONLY Ever-Safe Tabulating Card Trays can be stacked two high and two wide (4 Trays per drawer) in our Underwriter's Class C or D Insulated Legal Size Filing Cabinet.

Write for complete information and prices

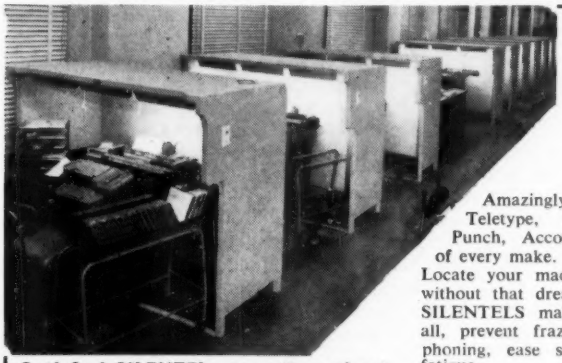
EVER-SAFE CO. Inc. (Div. Schwab Safe Co.)
Lafayette, Indiana

For More Information Circle No. 359

A simple unadorned room was turned into a conference area at Rayco Mfg. Co. by an ingenious use of basic materials. Vinyl cork floors are in multicolored panels, lighting is recessed behind panels, and fiberglass drapes add warmth. Tubular steel chairs are upholstered in Landers' Versilan, a vinyl coated fabric.

mum of maintenance.

Activity of this kind by manufacturers is continuous and results in a widening choice of products. But it is vital that office managers understand the possibilities of the various elements and materials. Discussions with manufacturers and designers within the context of special use will reward the executive engaged in remodeling.



Satisfied SILENTEL users throughout the U. S., in offices large and small, include: Banks, Savings & Loan, Insurance, Airlines, Railroads, Motor Freight, Department Stores, Hospitals, Schools, Radio, T.V., Newspapers, numerous manufacturing and industrial firms such as Lockheed, Boeing, Westinghouse, General Electric, U. S. Steel, Telephone Cos., Owens-Illinois, and many, many more; also U. S. Army, Navy, Air Force, and other Federal, State, and Local Government offices.

THE
SILENTEL
noise control cabinets

Amazingly Effective in quieting the noise of Teletype, Flexowriter, Graphotype, Key Punch, Accounting & Bookkeeping Machines of every make.

Locate your machines just where you want them without that dread noise handicap.

SILENTELS make better working conditions for all, prevent frazzled nerves, permit normal telephoning, ease stress and strain, combat hidden fatigue.

SILENTELS eliminate and muffle noise, provide ideal illumination, dispel motor heat with built-in electric ventilating fan, give semi-privacy, improve office appearance.

SILENTEL customers are well pleased with the noise-quieting and other benefits. We know you will be also.

Write or Phone

Ingolf Dillan Co.

P. O. BOX 627
SAN MATEO, CALIFORNIA
FIRESIDE 5-3002

For More Information Circle No. 412

News of the Office

AMA Office Conference

A reappraisal of office and administrative operations in the light of developments in the last ten years will be made at the annual Office Management Conference of American Management Assn., Oct. 21-23 at the Roosevelt Hotel, New York. Sessions also will highlight the "Unlimited horizons" in office management as an aid to short and long-range planning. T. A. Smith, executive vice president, industrial electronic products, Radio Corp. of America, will open the meeting with an analysis of the changes that have taken place in office administration in the last decade. Dr. Alex W. Rathe, professor of management, New York University, will explain how the management skills of planning, organizing, decision making, executive action, and control can be used effectively in office management. Other subjects to be discussed will include advances in data processing and systems management; office design and space layout; organizing for total, integrated systems; and what top management expects and needs from office executives.

Controllers Conference

Inflation—Facts, Facets, Future, will be the theme of the 1959 Annual National Conference of the Controllers Institute of America, Oct. 25-28 in the Penn-Sheraton Hotel, Pittsburgh. Speakers at the meeting, which will also consider problems in connection with foreign business operations, will include Leland Hazard, professor of industrial administration and law, Graduate School of Industrial Administration, Carnegie Institute of Technology; C. C. Caditz, president, Metal Products Co.; Leonard Spacek, managing partner Arthur Andersen & Co.; Stephen Rundt of Rundt Associates: Jerome Bennett, staff finance executive, Ford Motor Co., International Div., and General Edward P. Curtis, vice president, Eastman Kodak Co. David L. Lawrence, Governor of Pennsylvania, will address the conference on "The Renaissance in Pittsburgh."

Railway Systems Meeting

New concepts in railroad rate-making and piggyback operations will be the theme of the fall meeting of the Railway Systems & Procedures Assn. at the Morrison Hotel, Chicago, Oct. 6-8. The keynote speaker will be Robert S. MacFarlane, president, Northern Pacific Railway Co.

Reproduction Congress

More than 5000 persons are expected to attend the 3rd Annual International Visual Communications Congress of the Society of Reproduction Engineers at the Statler Hilton Hotel, New York, Dec. 3-5. Each morning there will be a technical session with speakers from reproduction departments and manufacturers to discuss the latest techniques. More than 100 firms will display the latest machinery and processes. Everett Kaestner, Bell Telephone Laboratories, New York, is general chairman.

Women Accountants Meeting

The 19th joint annual meeting of the American Woman's Society of Certified Public Accountants and the American Society of Women Accountants will be held at the Hotel Mark Hopkins, San Francisco, Oct. 22-24.

Lighter weight...one of five new features of MAC's self-contacting 402-3 Panel!

Designed to make life—and work—easier for you and your operators by tab men of long experience. Many pounds lighter than the jack-type, MAC's 402-3 self-contacting panel is easier to wire, to check, to change. Satin-smooth edges and sparkling appearance make it a joy to handle. *Unconditionally guaranteed* to please you!

MAC PANEL Company

General Offices:
High Point, North Carolina
West Coast Office and Warehouse:
San Francisco, California

No Excise Tax when you buy MAC *Panels or Wires!*

WRITE FOR ADDITIONAL INFORMATION OR CALL YOUR MAC REPRESENTATIVE TODAY!

For More Information Circle No. 335

WHEN ORDERING CALENDAR BASES OR REFILLS

SPECIFY EVER READY BECAUSE:

CHOICE OF BASE COLORS:

To keep pace with the trend to color in office decoration, all popular Ever Ready base models are now available in Walnut, Grey, Mist Green and Desert Sand.

FAMOUS KEY-HOLE SLOT:

Permits easy and quick removal of old page stubs. Simply loosen, not remove, top plate studs, lift off top plate, pull out page stubs and the job is done.

PATENTED SNAP-ON ARCH:

Biggest improvement in calenders in years. A light press on the arch and the pad is securely locked in place. A light squeeze of the spring and the arch is released.

TRIM BASE DESIGN:

The Ever Ready base is so well balanced in design that it is just as "at home" in the smartest inner-office setting as in the busiest outer office.

CHOICE OF PAGE STYLES:

Three page styles are available for all Ever Ready 5" x 8" bases. There is a Regular Pad, an Appointment Pad, and a Three-Months Head Pad.

FINGER-TIP REFERENCES:

Pads include tables of Weights and Measures, How To Compute Gross Profit, Rules for Computing Interest, a Fifteen Year Calendar, and other handy references.

QUALITY BOND PAPER:

All pads are printed in two colors on a high grade bond paper for fast, smooth writing with any kind of writing instrument. Printing is sharp and clear.

MYLAR-WRAPPED REFILLS:

Ever Ready's new, Mylar-wrapped refills protect the pages from soil and damage. Page styles and drilling are visible at a glance.

Telephone your local Ever Ready dealer for quotations on quantity purchases. If none is listed, write us for the name of a dependable dealer in your vicinity. No obligation, of course.

The EVER READY Calendar

EVER READY CALENDAR MANUFACTURING CO.
150 BAY STREET • JERSEY CITY, NEW JERSEY

For More Information Circle No. 315

Detroit Business Show

The 1960 Detroit Business Show—first in two decades—will be held May 2-4, at the Sheraton-Cadillac Hotel, sponsored by the Systems & Procedures Assn. and the Governmental Accountants & Analysts Assn. All space on the hotel's display and convention floor has been reserved. For information write: Dar E. Tisdale, general manager, Detroit Business Show, 44th Floor, Penobscot Bldg., Detroit 26.

Naval Management Meeting

Vice Admiral Thomas S. Combs, Commandant, Third Naval District, will open a two-day conference of key management improvement personnel Oct. 19 at the Naval Training Device Center, Sands Point, Long Island, N. Y. Capt. Edward C. Callahan, commanding officer and director of the center, will act as host to more than 50 officer and civilian analysts. Industry and education will be represented by Capt. William Exton Jr., management consultant of William Exton & Associates; and Dr. Denis Sinclear Philipps, director of the Management Institute, New York University. The conference is being coordinated by Milton Reitzfeld, director of the Management Assistance Office in the Third Naval District.

Personnel Women to Meet

The 10th Annual Conference of the International Assn. of Personnel Women will be held at the Statler-Hilton Hotel, New York, April 27-30, 1960. Eva Robins, New York State Board of Mediation, is conference chairman and Anne Cronin, Bing-Cronin Personnel Service, is vice-chairman. The group's address is 295 Madison Ave., New York 17.

Increasing Visual Perception

Results of a recent 16-session visual training course suggest office workers can become more efficient through specialized instruction. After the course, verifier and key punch operators of Lockheed's Missile & Space Div., Sunnyvale, Calif., showed 15% and 23% increases, respectively, in operating efficiency. The office machine operators received special perception training. The work of M.F.W. Pollack and Kirk Lawson, Reading Improvement Laboratory, Palo Alto, the course increased accuracy in perception of the correct structural composition of letters, numbers and symbols. It also sharpened response to visual material; built up visual memory; developed ability to assimilate more visual material per eye-stop; heightened concentrative powers; increased eye-hand coordination; and boosted self-confidence in visual tasks. These skills were developed by use of a Tach-X Tachistoscope (timed projector) that flashes words or characters on a screen for 1/10 to 1/150 of a second. Filmstrips by Educational Development Laboratories, Huntington, N. Y., were also used.

Finding Key Executives

"The Problem of Finding Key Executives" is the title of a brochure offered by Thorndike Deland Associates. Outlining

Winner of Esleeck's Big Idea Contest, Roselyn Linford of Stalcup, Inc., Kansas City, Mo., received a silver tea set and trip to New York for herself and her husband, Lloyd J. Linford (center) from F. R. Andrews (right), president, Esleeck Mfg. Co., maker of fine onionskin and manifold copy papers.

pitfalls sometimes encountered when a firm "goes outside" to find an executive, it describes the role of executive search consultants—telling how a search is conducted and how fees are determined. For a copy write Thorndike Deland Associates, 1440 Broadway, New York 18.

Shorthand System

Next spring, "Gregg Notehand" by Louis A. Leslie and Charles E. Zoubek will be published by McGraw Hill Book Co. This short wiring system for general use was presented at the World Shorthand Institute at the University of North Dakota, Grand Forks.

Textile Data Conference

Some 100 members of the Textile Data Processing Assn. met in Greensboro, N. C., last month. Conference chairman Harold E. Williams, American Thread Co., reports that the agenda explored the effective use of electronic equipment. Previous meetings had been focused on the equipment itself. One point the group examined was the impact that the equipment is having on managerial techniques. With electronic data processing, executives must learn to administer not by the norm, but by variations from the norm—a totally different concept. Another subject considered was the application of electronic data processing techniques to sales forecasting. How to use a sales forecast was covered from the production manager's and the financial officer's points of view. One other panel reviewed cost accounting. Following the meeting, the group toured the data processing departments of Burlington Industries and Cone Mills Corp.

Completely portable! Place it anywhere. Move it from desk to desk. All metal construction. Stronger cutters . . . sharper points. Available in Green, Blue, Sandtone, Gray. Order today from your local stationer.

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ONE BOSTON TO A DESK

For More Information Circle No. 406

Maternity Leave Plans

Women comprise one-third of the labor force and, of these, nearly 4 million are wives in the principal childbearing age group, 20-34. Since 1940, childbearing in this group has risen sharply, while employment of women of these ages continues to rise. From a survey of 112 companies, the National Industrial Conference Board found that all but one grant a maternity leave, without pay, in excess of the eight weeks required by six states with laws on minimum maternity leave periods. Over a third of the companies studied grant a minimum of six months; more than a fourth give a year's leave; three companies allow up to two years. About half permit an extension of original leave period if employee is physically unable to return.

Three-fourths of the plans studied provide some seniority protection. Of these, two out of three permit seniority to accumulate during leave. In the remainder, the woman retains the seniority she has accrued up to the time of leave. About a fourth of the companies guarantee she can return to the same or a similar job. In some, she returns at her former rate of pay; in others, she receives the current job rate. The employee who served as temporary replacement is transferred, demoted or dismissed, consistent with any seniority rulings that might apply.

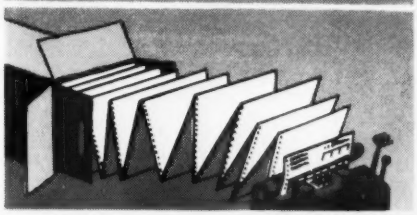
Many firms indicated they place a premium on women who maintain a long, satisfactory employment record. Maternity leave is tacit recognition of their

For More Information Circle No. 450

NEBRASKA SALESBOOK CO.

Kopy-Flo

A quality continuous carbon interleaved form (stapled or pasted sets) packed in the convenient "Lift out tray."



Stock...imprinted... custom...semi-custom KOPY-FLO FORMS ARE: Clean...Crisp...Smooth handling quality forms packed in quality containers. KOPY-FLO "Lift out tray" is the right combination. Speedier handling ...no "dog eared" copies...no waste... no breaks in continuous strip.

BETTER BUSINESS FORMS

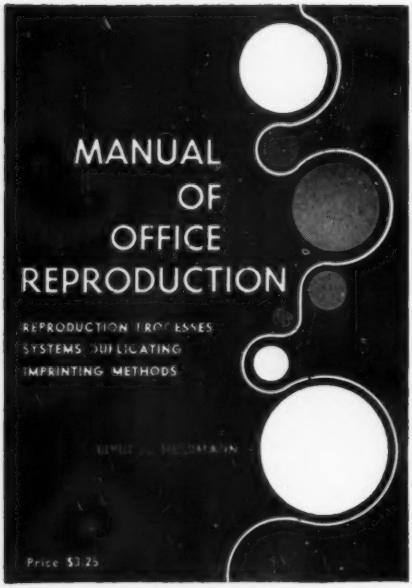
SUPERIOR SERVICE AND QUALITY

General offices and factory at Lincoln, Nebraska

DIVISION OFFICES: Denver, Des Moines, Chicago, Minneapolis, Kansas City, Wichita, Little Rock, Memphis, Phoenix, Albuquerque, Montgomery, Omaha, Miami, New York City, Los Angeles

For More Information Circle No. 451

THE ONLY BOOK OF ITS KIND!



Describes all office reproduction and duplicating processes. Time-saving charts show at a glance which process to use for best results in any situation. Tells how to make the most economical use of whatever duplicating machines an office may now have—how to combine the advantages of one process with those of another to save time and money. Also tells when not to use certain methods.

Includes:

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SUBSTITUTES FOR CARBON PAPER,
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CONTACT PHOTOCOPY,
CONTACT PRINTING (TRANSLUCENT MASTER),
FACSIMILE MASTER PREPARATION,
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IMPRESSION STAMPS,
ADDRESSING METHODS,
TABULATING MACHINES,
SIGNATURE MACHINES,
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BINDING AND FINISHING EQUIPMENT.

Over 200 pages of helpful information, and illustrations (including 100 page of advertising by duplicator manufacturers, with Buyer's Guide index).

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loyalty and is in the company's interest Good public relations, employee morale, labor shortages, employment and training costs are other considerations that influence firms to grant maternity leaves.

Texas Teachers Invite You

Businessmen are invited to the 10th Annual Convention of the West Texas Teachers Assn. in Lubbock, Oct. 30-31, themed to how to cut office expense. Data from Dr. W. R. Pasewark, Texas Technological College, Lubbock.

Manpower Opens More Offices

Opening of 33 offices of Manpower, Inc., was announced by Elmer L. Winter, president of the international temporary help service. Manpower's business services are now available in 170 cities here and overseas. Among the new Manpower locations are four Canadian cities: Winnipeg, Hamilton, Edmonton and Vancouver. Other new foreign offices are in Copenhagen, Rome, Milan, Lisbon and Mexico City. U. S. cities where Manpower opened recently are New Brunswick and Perth Amboy, N. J.; Schenectady, N. Y.; Canton and Springfield, Ohio; Evansville, Ind.; Bay City, Saginaw and Grand Rapids, Mich.; Decatur, Ill.; Green Bay and Wausau, Wis.; Davenport, Cedar Rapids and Waterloo, Iowa; Lexington, Ky.; Chattanooga, Tenn.; Baton Rouge, La.; Orlando, Fla.; Little Rock, Ark.; Austin, Texas.; Sacramento and San Bernardino, Calif. A Camden, N. J., office will open soon.

CPS Examination

The Institute for Certifying Secretaries, a department of National Secretaries Assn. (International), reports the number of certified professional secretaries increased to 1711 when 245 secretaries passed the ninth annual examination. The next examination will be given May 6-7, 1960. Deadline for applications is Dec. 1. Open to all qualified secretaries 25 years of age or older, men as well as women. Applications from Institute for Certifying Secretaries, 1103 Grand Ave., Kansas City 6, Mo.

"Secretaries never die . . ."

They just stay young indefinitely*—that is, if they use Kee Lox Grip-N-Pull carbon paper. Ask any girl who is already using it (and note how fresh and vivacious she looks—even at quitting time). She'll tell you what nice copies she gets, how clean they are. And she'll be equally enthusiastic over Grip-N-Pull's other features—automatic warning of last typing lines, automatic rotation, automatic alignment.

You too can stay young indefinitely* by letting Grip-N-Pull carbon paper make your work easier and pleasanter. And your boss will be interested in knowing that Grip-N-Pull, with all its advantages and long wear, still costs no more than regular carbon paper which does not have the exclusive patented features of Grip-N-Pull.

*The only exaggeration (one we hope will cause a smile) in this message.

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CARBON PAPERS AND INKED RIBBONS

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Send free samples of Grip-N-Pull to:

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For More Information Circle No. 441

News of the Industry

Photostat Acquires Flofilm

Acquisition of the Flofilm Div. of Diebold, Inc., was announced by Photostat Corp. Terms of the agreement were not disclosed. Flofilm manufactures and markets a line of microfilm cameras, readers, processors and related supplies and equipment. Photostat, a subsidiary of Itek Corp., manufactures and distributes microfilm, copying and offset equipment and supplies. Photostat's president, Kenneth M. Leghorn, said, "Photostat now has a complete microfilming product line, from 16mm to 105mm, to meet the broadest range of applications and handle the total requirements of any customer."

Dixon Vice Presidents

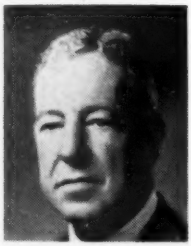
David C. McMillin

Election of two vice presidents of Joseph Dixon Crucible Co. was announced by Frank G. Atkinson, president. David C. McMillin, pencil division sales manager, was elected marketing vice president of the pencil division and of the company's subsidiary, American Crayon Co. R. C. Brock, industrial division manager, was elected vice president in charge of the industrial division. Mr. McMillin will direct the sales and marketing activities of all writing commodities manufactured by both the parent and subsidiary company.

Diebold Buys Herring-Hall-Marvin

Diebold, Inc., has acquired Herring-Hall-Marvin Safe Co. for $3 million cash. Raymond Koontz, Diebold's president, said. "The business of Herring-Hall-Marvin will continue as a separate and distinct division, under its own trade name." Warren Mosman, formerly president of Herring-Hall-Marvin, was appointed general manager of Diebold's Herring-Hall-Marvin Div.

Syntron General Manager



Byron K. Hartman

Byron K. Hartman was appointed executive vice president and general manager of Syntron Co., Homer City, Pa., it was announced by Carl S. Weyandt, president. Syntron, manufacturer of vibratory materials handling equipment and electronic devices and equipment, is a subsidiary of Link-Belt Co. Mr. Hartman, who was sales manager of Link-Belt's Colmar plant, has been with the parent company since 1937.

Posting Tray Distributor

Edwin W. Mead, managing director of Mead-Lee Associates, distributors of machine posting equipment, announced that they are exclusive distributors for the U. S., Alaska, Hawaiian Islands, Puerto Rico and Cuba, of Presto and Postmaster posting trays made by Twinlock Export,

EMPLOYEES ENTHUSIASTIC ABOUT NUARC...

Rapid Printer

PLATE MAKER!

You'll be enthusiastic, too! This time-saving and money-saving carbon arc lamp and printing frame combination (completely enclosed) makes long-running offset plates and duplicating masters *automatically*...reproducing line and halftone images with razor-sharp fidelity! So easy to use—because of simplified control panel—anyone can operate it. Actually pays for itself in *one year* if you make only six offset plates a week! Several models to choose from. The RP21 (illustrated) makes plates up to 21" x 24" in size. Takes up only 28" x 32" floor space. Spacious storage area. See your nuArc dealer for further details or write for Bulletin 230B-O.

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For More Information Circle No. 325

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CAUSE TROUBLE

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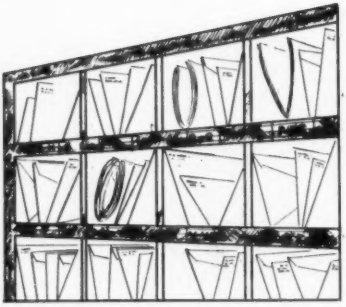
HOL-DEX

The seamless, transparent, plastic, self adhesive Label Holder keeps labels clean indefinitely. Sticks securely with a gentle touch.



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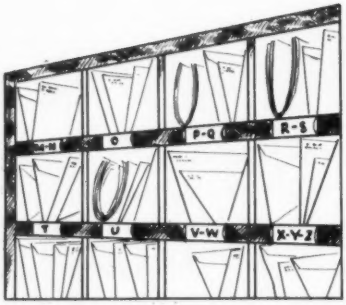

LABEL ALWAYS CLEAN IN HOL-DEX

5 FACE WIDTHS
3/8", 1/2", 3/4", 1", 2"

6" STANDARD LENGTH
Easily cut to smaller sizes. Lengths to 36" if desired.

7 TRANSPARENT COLORS & CLEAR

Get a FREE SAMPLE. You'll think of a dozen uses for HOL-DEX! Ask your stationer or supplier or write for folder and sample.

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For More Information Circle No. 368

Ltd., Beckenham, Kent, England. Presto trays adjust to a wide range of sheet widths. This line will augment and complement Mead-Lee's present line of P.E.C. trays made by Posting Equipment Corp. Complete stocks will be maintained and shipments made from the central warehouse in Buffalo. Send orders and inquiries to Mead-Lee Associates, 1721 Elmwood Ave., Buffalo 7, N. Y.

Arnot-Jamestown General Manager

Bernard F. Gofberg

Bernard F. Gofberg was named general manager of the Arnot-Jamestown Div., Royal Metal Mfg. Co., it was announced by D. Dadourian, president of the parent company. Mr. Gofberg will continue as vice president of Deluxe Metal Products Co., another Royal Metal division. He joined Royal Metal in 1954 as an industrial consultant, was named general manager of its Deluxe division in 1955 and vice president in 1958. Under his guidance, Deluxe sales increased more than 120% in less than three years.

Gestetner Officers

Ralph N. Barnett, president, Gestetner Duplicator Corp. of Yonkers, N. Y., announced the election of the following officers by the company's board of directors: A. T. Hunt, chairman of the board; R. N. Barnett, president; D. Zealand, executive vice-president and treasurer; F. Ballen, secretary.

Dictating Sales Manager

Appointment of Mark E. Smith as sales manager of the Dictating Machine Div. of Comptometer Corp. was announced by Leslie T. Carr, general sales manager. Mr. Smith will be in charge of all sales activities in the dictation machine line. Prior to joining Comptometer he was engaged for 13 years in the office equipment sales field. For the last 11 years he specialized in dictating machine sales in San Francisco.

Facit West Coast Manager

Heinz Hellstrom

Heinz Hellstrom was appointed branch manager of the west coast office of Facit, Inc., national distributors of Swedish-made Facit calculators, typewriters and Odhner adding machines, it was announced by Karl Siewert, president. Mr. Hellstrom has been associated with Facit since 1953, and before that was with Ivan Sorvall, Inc., former Odhner U.S. distributor. For the past seven years he has served in various sales managerial positions. He will now direct Facit sales and service in the 11 western states, Alaska and Hawaii. Facit's west coast headquarters are at 235 Montgomery St., San Francisco.

Office Products Expands

John C. Sobesky, president, Office Products, Inc., Detroit, announced the purchase of Charles C. Smith, Inc., Exeter, Nebr. Office Products, Inc., will continue operation of this very modern plant with no major personnel changes in administrative or worker staffs. The plant will be known as Charles C. Smith, Inc., a Subsidiary of Office Products, Inc. Integration of Smith and Office Products offers a complete line for indexing books, binders, files and card signals.

Mac Panel in San Francisco

R. M. Duggins, president of Mac Panel Co., High Point, N. C., announced the opening of their west coast office at 643 Seventh St., San Francisco. The company manufactures panels for electronic accounting machines and wires contrib-

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the precision Paper Cutter

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For every business: Banks, hospitals, insurance companies, industrial organizations with duplicating departments, stationers, photo finishers, small printers, lettershops, mimeograph, offset shops, advertising agencies, schools and colleges.

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For More Information Circle No. 445

SLIDE-SORTERS

A welcome gift for all SLIDE fans. 40 slides, at once, may be spread out on the Slide-Sorter illuminated top for rapid . . . easy selection and arrangement of slides in any order or sequence desired for screen projection. Order several for gifts . . . Order one for yourself. Satisfaction or money refunded. Send Check or Money Order • No C.O.D.

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Plus $1.00 for Postage and Handling

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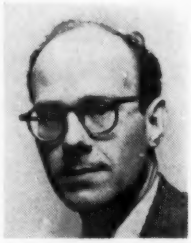
For More Information Circle No. 446

uting to their operation. Complete stocks will be warehoused in San Francisco. I. F. Benjamin, San Francisco manager, was for many years vice president of Wright Line, Inc. Previously, for nearly a decade, he was in the sales department of International Business Machines Corp.

Addo Western Distributor


Carl Gronhagen

George Agrell, president of Addo Machine Co., has announced the appointment of Carl Gronhagen as president of Western Addo Machine Corp. in Los Angeles, a subsidiary of Addo Machine Co., handling distribution of Addo-x Adding Machines, Adler Typewriters, and Roneo Duplicators in 11 western states, Alaska and Hawaii.

Mail Cart! MODEL LS-2

Put efficiency in your mail operation! This double-deck polished aluminum mail cart by Chesley lets your mail department categorize incoming mail for quick, error-free delivery. Lower basket for out-going mail. Both baskets are removable.

BASKET SIZE—(Upper) 17½x25x11; (Lower) 17½x25x8
FRAME—High Polished Aluminum • BASKETS REMOVABLE
SHIPPING WEIGHT—33 lbs. • PRICE—$47.50 • TERMS 1% 10 days, net 30 days • F.O.B. Detroit.
File folders to fit guide bars — $.24 ea.

Write for free brochure — or, better still — order today!

Chesley Industries, Inc.
24777 Telegraph Road, Detroit 41, Mich.

For More Information Circle No. 447

The purchase of a building adjoining its present quarters has increased production facilities of Cincinnati Time Recorder Co. by almost 250%, Carl K. Gieringer, president, announced. Their June volume this year was more than double that of June 1958.

Wassell Names Meagher and Alley

Wassell Organization, Inc., Westport, Conn., has appointed L. A. Alley as sales research manager and John R. Meagher, sales field manager. Mr. Meagher continues in his capacity of assistant to the president. For the past two years he served as the company's national accounts manager. Mr. Alley had been assistant general sales manager since 1954.

Marsh Joins Van Son Holland

Karl Anton, president, Van Son Holland Ink Corp. of America, announced that Hank Marsh is general manager of a new subsidiary—Van Son Holland Ink Corp. of New England, 286 Summer St., Boston. Mr. Marsh, well known in the offset duplicator field, recently resigned as assistant sales manager of Photostat Corp. The firm will now supply a complete line of

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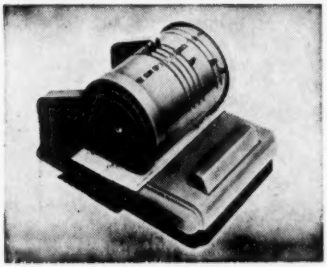
For More Information Circle No. 437



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For More Information Circle No. 438

HURRY! HURRY! HURRY!

READY TODAY! LIMITED SUPPLY!

Your Newest . . . Your Finest . . . Your Greatest Money Maker . . .

GOES 1959 HOLIDAY LETTERHEADS

53 Beautiful . . . colorful distinctively Personal Holiday Letterheads . . . Ready for you to imprint with your customers letter, or your own.

17 Contrasting or matching envelopes . . . produced for you in multi-colors and gold . . . Designed to add elegance to your Christmas "Personal" letters.

10 TRUCOLOR prints reproduced on folders to give you and your customers the values of a personal message . . . plus the beauty of the full color Goes scenic TRUCOLOR prints.

10 Charming designs that spell warmth . . . colors that hold attention . . . Pictures that truly express the feeling of the Holiday Season. All on fine Kromekote . . . the Estelle Folders.

And . . . Many other features!

FREE Goes 1959 Holiday Letter Sales Porfolio. Just attach this coupon to your letterhead, we'll rush the samples to you.

Yes: We want to show GOES 1959 HOLIDAY LETTERHEADS. Please send a FREE sample kit to:

NAME_____

COMPANY_____

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GOES LITHOGRAPHING COMPANY

42 W. 61st Street • Chicago 21, Illinois

For More Information Circle No. 440

offset duplicator supplies and accessory equipment direct to any firm in Mass., or R. I. on an over-night free delivery basis.

Posting Equipment Executives

Edwin W. Mead, president of Posting Equipment Corp. of Buffalo, N. Y., announced the appointment of Francis W. Mead as vice president and general manager. Mr. Mead, an engineer, has been engaged in the design, manufacture and

Francis W. Mead

Fred Center

sales of packaging machinery and material handling systems. Mr. Edwin Mead also announced appointment of Fred Center as assistant sales manager of Mead-Lee Associates, distributors of machine posting equipment. Mr. Center served three years in the Navy as a supply corps officer. Prior to that, he was with Burroughs Corp. in sales. He joined Mead-Leed in 1958.

Offset Sales Company

Direct Image Aluminum Plate & Supply Co., Los Angeles, manufacturers of lithographic supplies, announced formation of Direct Image Corp. to take over all sales previously handled by the company. The newly formed corporation will be known under the trade name, DICO.

Kee Lox Names Mahon

Ray V. Mahon was appointed manager of the Verifax Sales Div., Kee Lox Mfg. Co., Rochester, N. Y., according to C. K. Hellebush Jr., general sales manager. Mr. Mahon will direct Verifax sales and promotional activities for the firm's branch

Scotty BALL POINT PENS

DISTRIBUTORS & WHOLESALERS

Here's an exclusive line to build for yourself!

MEDIUM POINT 39c FINE 49c BROAD 59c

8 Brilliant Colors, Thermofax and Laundry Ink
Best Packaging • Best Discounts • Best Service
Every Pen Guaranteed • Finest Quality
DeLuxe Retractable Pens
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Finest quality refills
Special Imprinting • One day service • pens sold with or without caps or clips
Write for catalogue sheets
Many fast selling novelty pens in stock

Scotty "Lo-Base" Desk sets 2.50 list all colors
The most practical desk set on the market

SCOTTY ENGINEERING CO.

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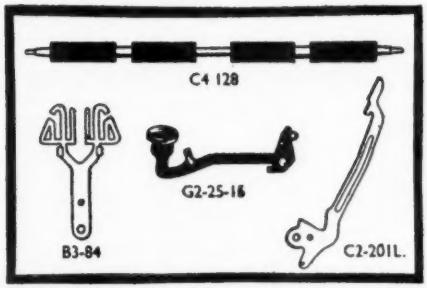
For More Information Circle No. 456

To let you know

TYPEWRITER-SUNDRIES CO. LTD.

supply precision BRITISH made Parts and Tools direct to you at LOWEST PRICES



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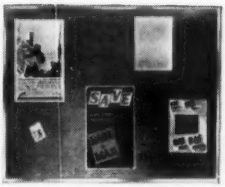
For More Information Circle No. 457

DAV-SON CORK BACK BULLETIN BOARDS



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- Choice of Sizes and Types
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Complete Line of Changeable Letter Boards — Bulletin Boards — Desk Name Plates

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For More Information Circle No. 458

W2 FORMS FOR 1959

5 sets to a strip, snap apart, all interleaved with carbon
ALL FORMS FED. & STATE APPROVED

(Samples on Request)

Quantity	4 Part	5 Part (Paper)	6 Part* (Paper)	New York (6 Part with IBM Card) or 7 Part Louisville, Ky.
100	$2.15	$2.60	$3.00	$4.50
300	5.21	6.75	6.90	10.80
500	7.98	10.10	10.90	16.30
700	10.66	13.60	14.90	21.70
900	12.80	16.80	18.50	26.10
1,000	13.63	17.90	20.00	27.50
2,000	12.20/M	17.00/M	19.50/M	25.50/M
3,000	11.83/M	15.95/M	19.20/M	24.80/M

*This year includes Oklahoma as well as Kentucky, except city of Louisville.

IMPRINTING: $2.75 per lot up to 1,000

Prices on W2 Envelopes Available on Request

Take Advantage Of Our Free Delivery Policy

Send for FREE copy of our 112 page Catalog Manual!

ACCOUNTANTS' SUPPLY HOUSE

518 Rockaway Ave., Valley Stream, L. I., N. Y.

For More Information Circle No. 459

offices in all principal cities. Prior to joining Kee Lox in 1955, he was a sales representative with Monroe Calculating Machine Co.

Finch, Pruyn Expansion

Complete modernization of the finishing and converting department of Finch, Pruyn & Co., Glens Falls, N. Y., paper manufacturer, is nearing completion. The operation is rated one of the most streamlined in the industry. Finishing, converting and paper stocking operations are in a new building. The layout was designed for efficiently processing the output of three paper machines turning out many different types of paper. Expansion and additional equipment were made necessary by the growing demand for Finch, Pruyn's paper grades utilizing its hardwood neutral sulphite pulps.

In the new finishing set-up, one of the converting sections is horseshoe shape, with levelators, roller conveyors and airflight off-table placed for speeding paper to the carton or skid packing operation, keeping manual lifting at a minimum. A new 10-roll Clark-Aiken cutter sheets 114" rolls at 550 fpm, and is supplemented by a 110" Hamblet cutter. Moisture-addition equipment controls humidity during the winter. A Hayssen ream sealer and an ABC carton sealer receive paper cut by a Seybold 65" trimmer and Brackett trimmer for fast production of 8½" x 11" and 8½" x 14" sizes of bond, offset, mimeo and duplicator. Visitors are invited to inspect this modern plant.

Finch, Pruyn sheet handling equipment.

For More Information Circle No. 431

Every Business can use . . .

INDIANA

"Under Counter" CASH DRAWERS

HERE'S HOW

SMALL BUSINESS—for Cash Handling and Storage.

DEPARTMENT STORES—for Auxiliary Cash Handling, Bank Drawers, for Special Sales.

MANUFACTURERS—in Cafeterias, Parts Sales Counters, for Petty Cash.

Model V-1 (ill.)
List $29.50

- **No stock to carry**
- **24 hour shipment**
- **Full dealer discount**

A Quality Product

3 other models—

A wonderful door-opener for follow-up sales of more expensive equipment. Write now . . . .

INDIANA CASH DRAWER CO.
P. O. Box 236B • Shelbyville, Indiana

For More Information Circle No. 383

It just SNAPS apart

LETTEREX sets are available in all colors. A set is a high quality onion skin lightly tipped to an intense and clean carbon sheet. 500 sets to a box.

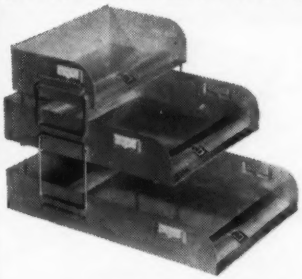
LETTEREX

1114 HALF STREET, S.W., WASH. 24, D.C.

For More Information Circle No. 384

NEW DESIGN IN FILING EQUIPMENT

The Flash line includes over 160 items in metal office accessories, job ticket, display and time card racks, book and catalog racks, drawer trays and files, check files, bill boxes, office mail boxes, stationery holders and racks, card files, posting tubs, etc. All made from heavy gauge steel with baked-on enamel finish in gray, green, mist green, tan and office brown. Send for free catalog. Territories open for distribution and representation.



Build up desk trays, note letter and legal size.

FLASH FILING, INC.
2634 S. Cherry, Fresno, Calif.

For More Information Circle No. 385

ALL NEW

SPEEDRITE
ACCOUNTING
Copyholder

Accepts ledger sheets up to 17 inches in width. Enables typist to read copy from wide sheets directly in front of her, without eye or neck strain. Flexible adjustment to any desk. Easy to use.

SPEEDRITE SECRETARY
Copyholder

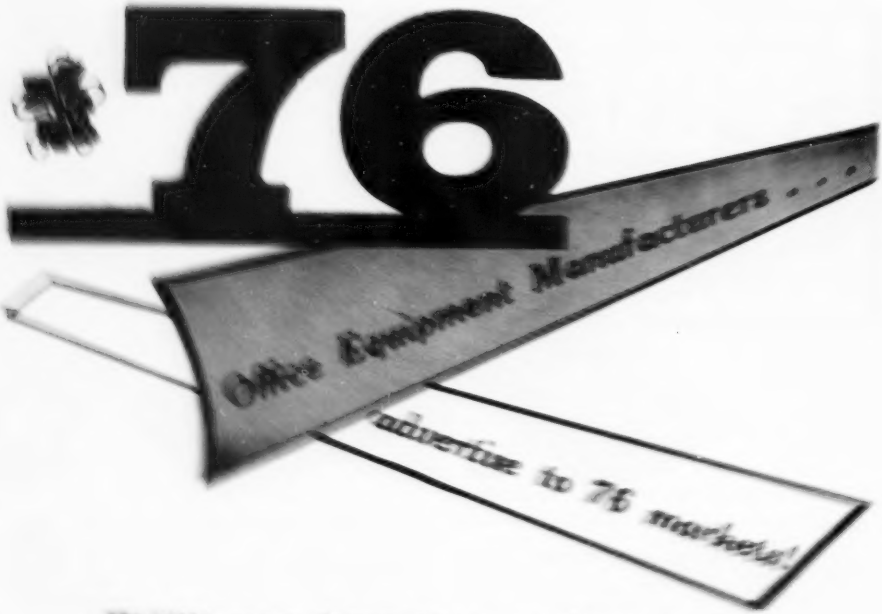
Also made by Hall-Welter is the Speedrite Secretary Copyholder for 11 inch size sheets.

Write for descriptive catalog

Hall-Welter
COMPANY, INC. - ROCHESTER 20, N.Y.

38 MT. HOPE AVENUE

For More Information Circle No. 386



EVERY issue OFFICE EQUIPMENT REPORTER is carefully reviewed and acted upon by office equipment importers and dealers. These 76 countries buy both high and low priced items. Get a share of this business by advertising in the forthcoming 1956 edition. Write today for rate.

Forms Close This Month—Don't Miss It!

OFFICE EQUIPMENT REPORTER, INC.

Venus Offices in New York

Venus Pen & Pencil Corp. last month moved its executive and sales offices to 50 West 44th St., New York. This consolidates the company's executive offices which have been in Hoboken for the past 31 years, with its sales offices which for 27 years were in Rockefeller Plaza. Venus' general offices and customer service continues at Lewisburg, Tenn. The Hoboken plant remains in operation. The New York telephone number, YUkon 6-3500, by happy coincidence matches Venus 3500 All-Purpose lead.

Special Products Sales Manager

Appointment of Leslie C. Overlock as sales manager, Special Products Div., was announced by Emerson E. Mead, executive vice president of Smith-Corona Marchant Inc. Mr. Overlock had been with American Photocopy Equipment Co. where he was national sales manager, corporate secretary and a member of the executive policy committee.

F.E.B. Elects John Pierce

The board of directors of Filing Equipment Bureau, Inc., Boston, elected John F. Pierce to the newly created post of executive vice president. Mr. Pierce, a director of the company, has been a management consultant since 1938. Previously he was with Standard Register Co. and earlier organized the office management of Tennessee Valley Authority as director of office services. He will continue his consulting business.

Now the Beekley Corp.

F. Cheney Beekley, president, Business Forms, Inc., West Hartford, Conn., announced a change in the firm's name to the Beekley Corp. The firm, a manufacturer of forms for over 20 years, will operate two integrated divisions. The Business Forms Div. will continue to serve New England customers, designing and manufacturing flat, duplicator and machine ac-

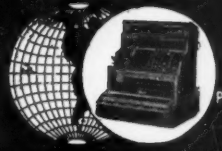
Bedinghaus
Business Forms
COMPANY
333 West Court Street
Cincinnati 2, Ohio
GA 1-7111
Telefax FBD
Formerly Modern Business Forms Mfg. Co.
Tabulating and snap-apart sets litho'd on Carbon Interleaved or NCR paper.
For More Information Circle No. 462

YOU CAN LETTER WITH
Stik-a-letter
The professional lettering technique

Write for literature and samples
Stik-a-letter Co.
RT. 2 - BOX 286, ESCONDIDO, CALIF.
For More Information Circle No. 463

For Your Annual
TYPEWRITER ROLLER CHANGE

Insist on a "Futuristic" 5-Star Platen for Best Results
Manufactured and Distributed to Office Machine Dealers by
AMES SUPPLY COMPANY
Contact your Local Typewriter Dealer
For More Information Circle No. 466

CASH REGISTER
PARTS
WORLD WIDE SERVICE

HIGHEST QUALITY PRODUCTS
CASHERE CORPORATION
Successor to International Cash Register & Parts Co.
207 E. Evergreen Ave., Mt. Prospect, Ill.
For More Information Circle No. 467

76

Office Equipment Manufacturers . . .

advertise to 76 markets!

EVERY autumn OFFICE EQUIPMENT EXPORTER is enthusiastically received and acted upon by office equipment importers and dealers. These 76 countries buy both high and low priced items. Get a share of this business by advertising in the forthcoming 1959 edition. Write *today* for rates.

Forms Close This Month—Don't Miss It!

Afghanistan
Alaska
Algeria
Arabia
Australia
Austria
Belgian Congo
Belgium
British East Africa
British Guiana
British Honduras
Burma
Canada
Ceylon
Cyprus
Denmark
Egypt
Ethiopia
Finland
Formosa
France
French Africa
French Guiana
Germany
Ghana
Gibraltar
Great Britain & Northern Ireland
Greece
Haiti
Hawaii
Hong Kong
Iceland
India
Indonesia
Iran
Iraq
Ireland
Israel
Italy
Japan
Kenya
Lebanon
Liberia
Libya
Luxembourg
Madagascar
Madeira Island
Malaysia
Malta
Morocco
Nepal
Netherlands
Netherland West Indies
New Zealand
North Rhodesia
Norway
Pakistan
Philippines
Portuguese Africa
Puerto Rico
Siam
South Sea Islands
Southern Rhodesia
Sudan
Surinam
Sweden
Switzerland
Syria
Tanganyika
Tunisia
Turkey
Union of South Africa
Viet Nam
West Indies
Yugoslavia

Office Equipment Exporter

Circulation over 10,000

OFFICE PUBLICATIONS, INC. 232 Madison Ave., New York 16, N. Y.

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COMPANY
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Cincinnati 2, Ohio
GA 1-7111
Telefax FBD
Formerly Modern Business Forms Mfg. Co.
Tabulating and snap-apart sets litho'd on Carbon Interleaved or NCR paper.
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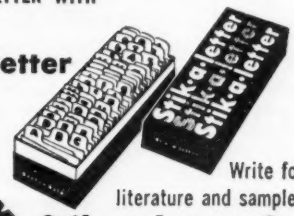
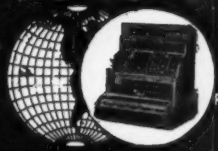
YOU CAN LETTER WITH
Stik-a-letter
The professional lettering technique


Write for literature and samples
Stik-a-letter Co.
RT. 2 - BOX 286, ESCONDIDO, CALIF.
For More Information Circle No. 463

For Your Annual
TYPEWRITER ROLLER CHANGE

Insist on a "Futuristic" 5-Star Platen for Best Results
Manufactured and Distributed to Office Machine Dealers by
AMES SUPPLY COMPANY
Contact your Local Typewriter Dealer
For More Information Circle No. 466

CASH REGISTER
PARTS
WORLD WIDE SERVICE

HIGHEST QUALITY PRODUCTS
CASHERE CORPORATION
Successor to International Cash Register & Parts Co.
207 E. Evergreen Ave., Mt. Prospect, Ill.
For More Information Circle No. 467

PAYCHECK "OUTLOOK" ENVELOPES

Eliminate Time and Expense of Addressing, also Chances of Error.

Paycheck "Outlook" Envelopes are absolutely opaque, essential when wages are paid by check. Nothing shows but the employee's name. This improves personnel relations.

Send for Samples and Prices Today

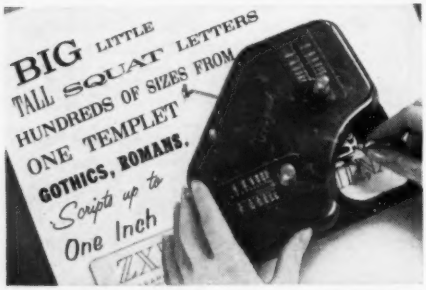
OUTLOOK ENVELOPE CO., Est. 1902
Originators of "Outlook" Envelopes
1001 W. Washington Blvd. Chicago 7, Illinois

For More Information Circle No. 350

VARIGRAPH

LETTERING INSTRUMENT

Cuts Printing Costs — Speeds Production



Now anyone can do clean, crisp lettering with a Varigraph. All you do is move a stylus along the letters in a grooved templet. More than 600 variations in size and shape of letters from one templet. Letter with either pen or pencil on artwork or directly on paper offset plate.

For complete information, write Dept. **O3**

VARIGRAPH, 845 W. Lakeside, Madison, Wis.

For More Information Circle No. 351

Now secretaries can rest easier when they make an occasional error—with SNOPAKE on the job. It's a marvelous new white opaque paint that is flexible, easy to apply and amazingly fast drying. Merely paint over the error with SNOPAKE, let dry for an instant and then type right over the area. The result—a smooth, perfect job. Designed especially for typing for photographic reproduction—Offset, Xerox, etc. Artists, too, find SNOPAKE far superior to any opaquing solution now known. See your dealer. If he can't supply you, send $1.00 for trial bottle.

LITHO-ART PRODUCTS, INC., 3403 Janssen, Chicago 13
(Dealer inquiries invited)

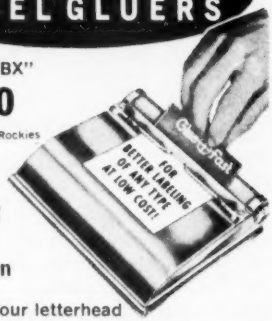
For More Information Circle No. 352

Cut Costs up to 48%

ON UNGUMMED LABEL INVOICE FORMS AND HANDLING

Glue-Fast
TRADE MARK
LABEL GLUERS

6" MODEL "BX"
only $1850
slightly higher, west of Rockies



FREE
TRY IT FOR 10 DAYS
No Obligation

Write today on your letterhead

Glue-Fast Equipment Company, Inc.
9-R White Street, New York 13, N. Y.

For More Information Circle No. 353

counting forms; the Data Systems Div. will design and manufacture specialized systems products such as Needle-Sort marginally punched cards and forms, vertical visible file cards and specialized systems forms. Newmatic Corp., a subsidiary, will manufacture machines and equipment for systems processing. W. Mason Beekley is general sales manager.

New Totalia Distributor

A new distribution center for Totalia and Numeria adding and Calculating machines has been established to cover the northwest states. The firm is North West Lagomarsino, 639 Howard St., San Francisco, of which Marcello Lagomarsino is the principal.

Form Copymation, Inc.

Peck & Harvey Mfg. Corp., and P&H Sales Corp., Chicago, were merged into a new company: Copymation, Inc. Key officers are: S. A. Harvey, president; Arthur Harvey, executive vice president; and Philip Shain, vice president. P&H, since 1937, has produced and distributed whiteprint, blueprint and photocopy equipment.

"They should change the name of that department from 'Billing' to 'Billing and Cooing.'"

AUTOMATIC OFFICE PAPER SHREDDER

Add filing space by destroying cancelled checks, ledger sheets, time cards, W2's, pay vouchers and obsolete papers—in your own office! The new "SILVER EXECUTIVE AUTOMATIC" Paper Shredder is the only automatic feed machine . . . shreds papers into unreadable ¼" strips, in just a few seconds! The machine is an attractive, typewriter-size, portable desk model, with full ½ HP motor. Completely safe, and easy to operate. Many other sizes available, too.

Ten-Day Trial on any shredder. Write today for literature.

INDUSTRIAL SHREDDER AND CUTTER COMPANY
103 MILL ST. • SALEM, OHIO
For More Information Circle No. 439

BIG MACHINE OPERATION...

speed, quality, style

LITTLE MACHINE PRICE!

PREMIER AUTO-FOLDER

Loaded with features of machines that cost twice as much . . . all yours at the lowest price ever.

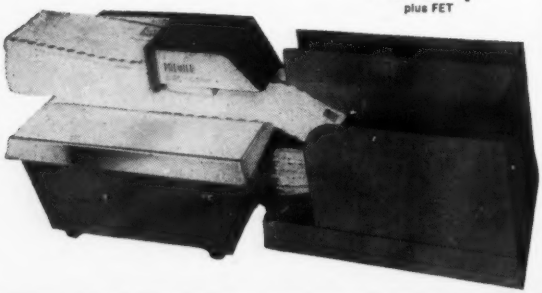
- Automatic Conveyor-Stacker
- Automatic Feed
- All Electric Operation
- Easy Adjustment
- Speedy Production
- Beautiful Finish
- Full Guarantee

Makes seven most popular office folds . . . completely automatic

$149.95 plus FET

Opens average office mail in less than a minute . . . up to 400 pieces every sixty seconds . . . Completely automatic.

$99.95 plus FET



PREMIER AUTO-OPENER

All electric envelope opener

High performance features at a budget price!

- Completely Automatic
- Fast, Economical
- Space Miser
- Complete Safety
- Attractive Finish
- Fully Guaranteed

PRODUCT OF MARTIN YALE, INC.

2100 WEST FULTON STREET • CHICAGO 12, ILLINOIS

For More Information Circle No. 319

National Conference & Exhibit Calendar

National Business Forms Associates, Chalfonte-Haddon Hall, Atlantic City, Oct. 4-8.

National Assn. of Suggestion Systems, Sheraton Jefferson Hotel, St. Louis, Oct. 11-13.

National Institute of Governmental Purchasing, Sheraton-Cleveland Hotel, Cleveland, Oct. 11-14.

Systems & Procedures Assn., Royal York Hotel, Toronto, Canada, Oct. 12-14.

American Production & Inventory Control Society, New Yorker Hotel, New York, Oct. 16-17.

Eastern Commercial Stationery Show, N. Y. Trade Show Bldg., New York, Oct. 17-20.

Institute of Newspaper Controllers & Finance Officers, Hotel del Coronado, San Diego, Oct. 18-21.

National Business Show, Coliseum, New York, Oct. 19-23.

American Management Assn., Office Management Div., Roosevelt Hotel, New York, Oct. 21-23.

Insurance Accountants Assn., Bellevue-Stratford Hotel, Philadelphia, Oct. 21-23.

American Records Management Assn., Sheraton-Palace Hotel, San Francisco, Oct. 23-24.

Controllers Institute of America, Penn-Sheraton Hotel, Pittsburgh, Oct. 25-28.

American Institute of Certified Public Accountants, Fairmont & Mark Hopkins Hotels, San Francisco, Oct. 24-29.

American Bankers Assn., Miami Beach, Oct. 25-28.

Eastern Joint Computer Conference, Statler Hilton Hotel, Boston, Dec. 1-3.

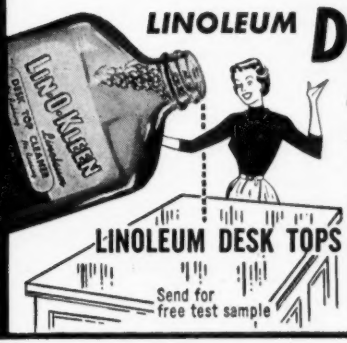
Society of Reproduction Engineers, Hilton Statler Hotel, New York, Dec. 3-5.

National Business Teachers Assn., Sheraton-Cleveland Hotel, Cleveland, Dec. 28-30.

FREE supply of Scott 2-ply wipers with sample or first order

NO FUSS—NO MESS When you use LINOLEUM

LIN-O-KLEEN Desk Top Cleaner



Easy to apply. Pour it on — Wipe it off.

Contains magic miracle compound that penetrates stubborn grit and grime. Brings back original finish.

1 Pint—$1.25 Doz. Pints—$12

(WEST COAST SLIGHTLY HIGHER)

Order today. Money back guarantee.

LINOLEUM DESK TOPS LOOK BRAND NEW IN 2 MINUTES!

Send for free test sample

WIEMER'S, Inc.

70 Vernon Street • Bridgeport, Conn.

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As We See It...

One of the intermittent traits of modern man is lack of confidence. This quality reflects itself in the office world through the constant growth of consultants and advisers in every conceivable category of office activity.

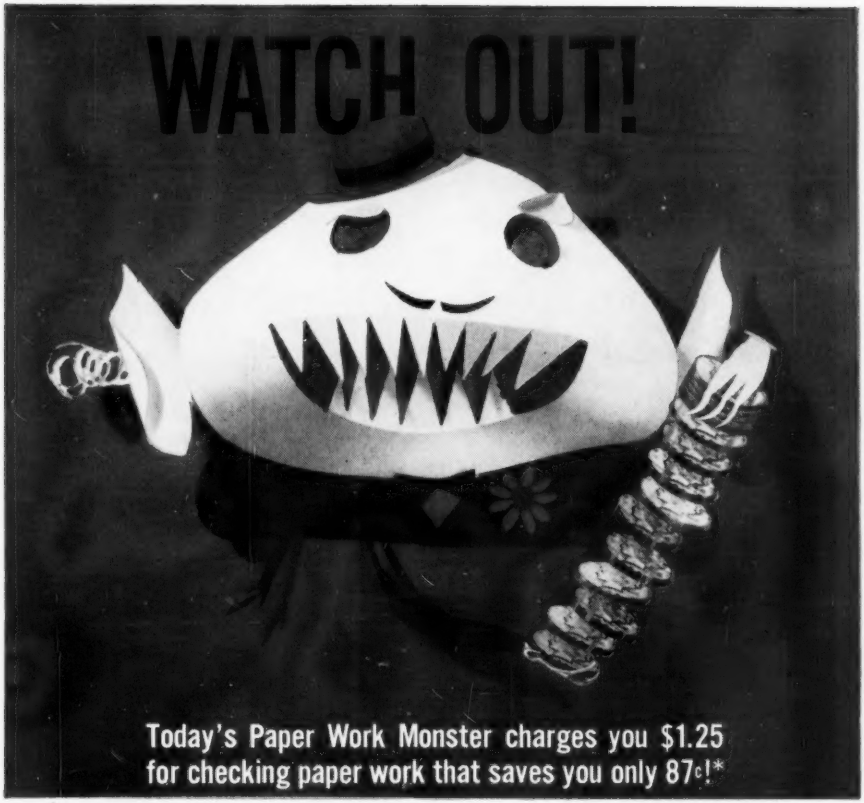
Only partly is this the result of our complex, specialized age. In that respect, it is wise to admit the impossibility of learning all there is to know about paperwork, evolving computers, training and supervision of more and more white-collar workers, plus keeping up with the flow of new office equipment products. These are only a few sources of frustration in which office executives become embroiled. Good outside counsel is helpful and sometimes necessary.

What disturbs us is the increasing dependence placed on this counsel. In addition to the orthodox management consultants, there are now special designers and decorators for office furniture, who in concert with architects are responsible for nearly half the office furniture sold today (often at very uneconomical rates), layout specialists, color designers to say gray is better than brown even though most of your staff may prefer brown, forms consultants, lighting engineers, systems consultants and an endless stream of automation consultants.

The combined advice of these experts is overwhelming and frequently couched in technical language which coats a professional insolence.

We do not impugn the motives of any of these people. We repeat that much of their work is necessary and helpful. Much of it is not for the intelligent and alert office executive. He should control it and uppermost keep in mind that final responsibility is his.

The message here is get back in the habit of making up your own mind, at least occasionally.



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